

Modern LITHOGRAPHY

APRIL - 1953 - VOLUME 21 - NUMBER 4

On this issue

Poster, Printing Design
and Folding Box Winners

•

Tips on Copy Preparation

•

Highly Trained Men Needed

MEET THE NEW PUBLIC PRINTER:

At right is Raymond Blattenberger of Philadelphia, named U. S. Public Printer on March 27 by President Eisenhower. Snapped by ML's camera, the Public Printer is shown in the library of the Poor Richard Club in Philadelphia looking at the **Congressional Record**. This will be one of his biggest printing jobs in the Government Printing Office. (See pp. 5 and 37).



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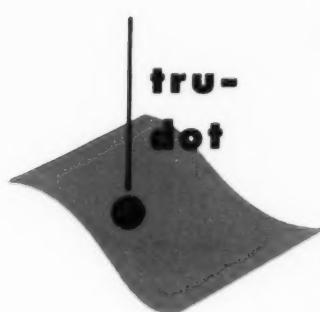


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MODERN LITHOGRAPHY, April, 1953



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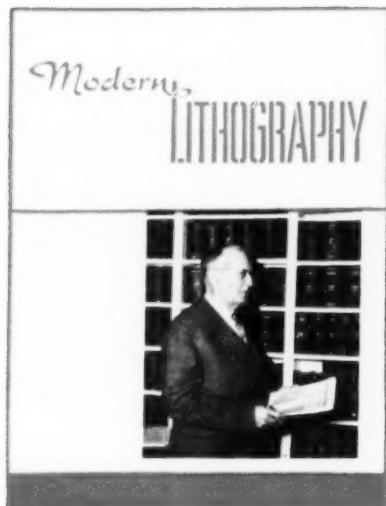
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THE COVER

The long-expected nomination from the White House of the U. S. Public Printer, came through on March 27. Early trade reports were correct that the nominee would be Raymond Blattenberger, senior vice president of Edward Stern & Co., Philadelphia offset-letterpress firm. For Mr. Blattenberger's background, turn to page 37.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

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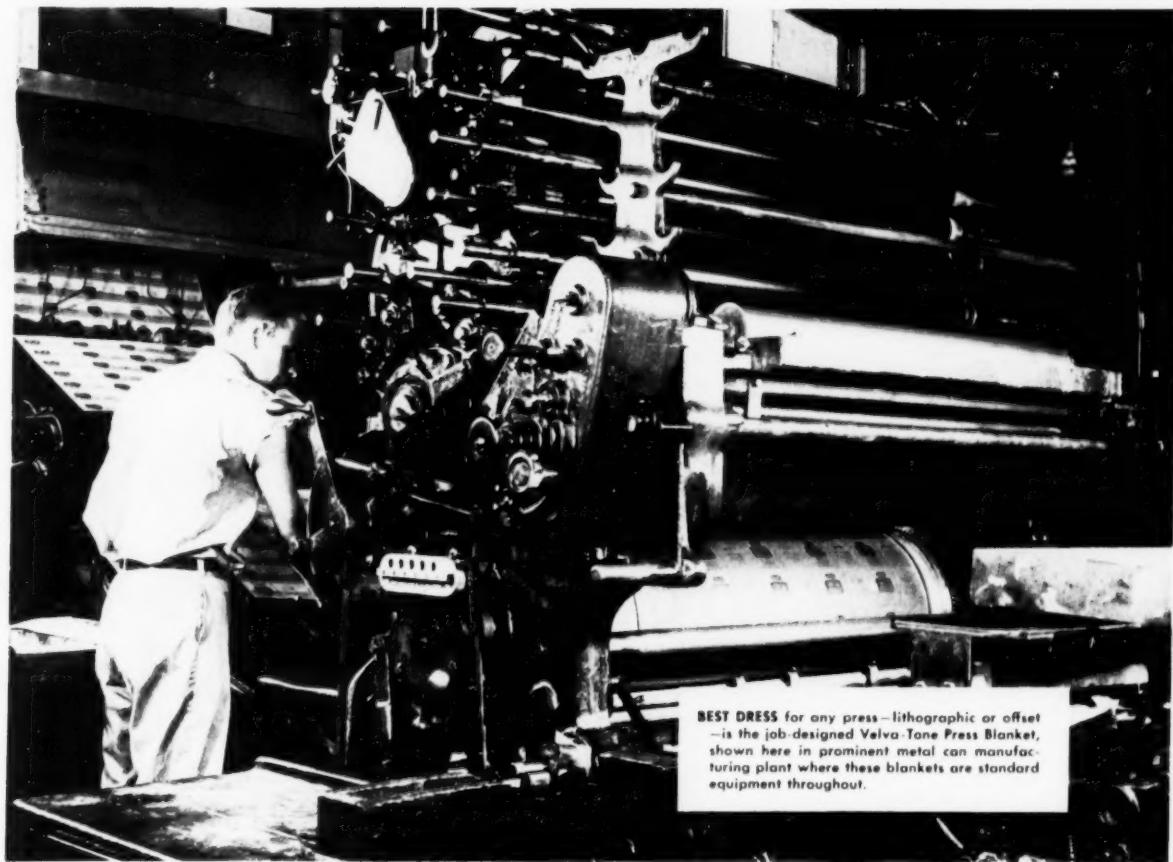
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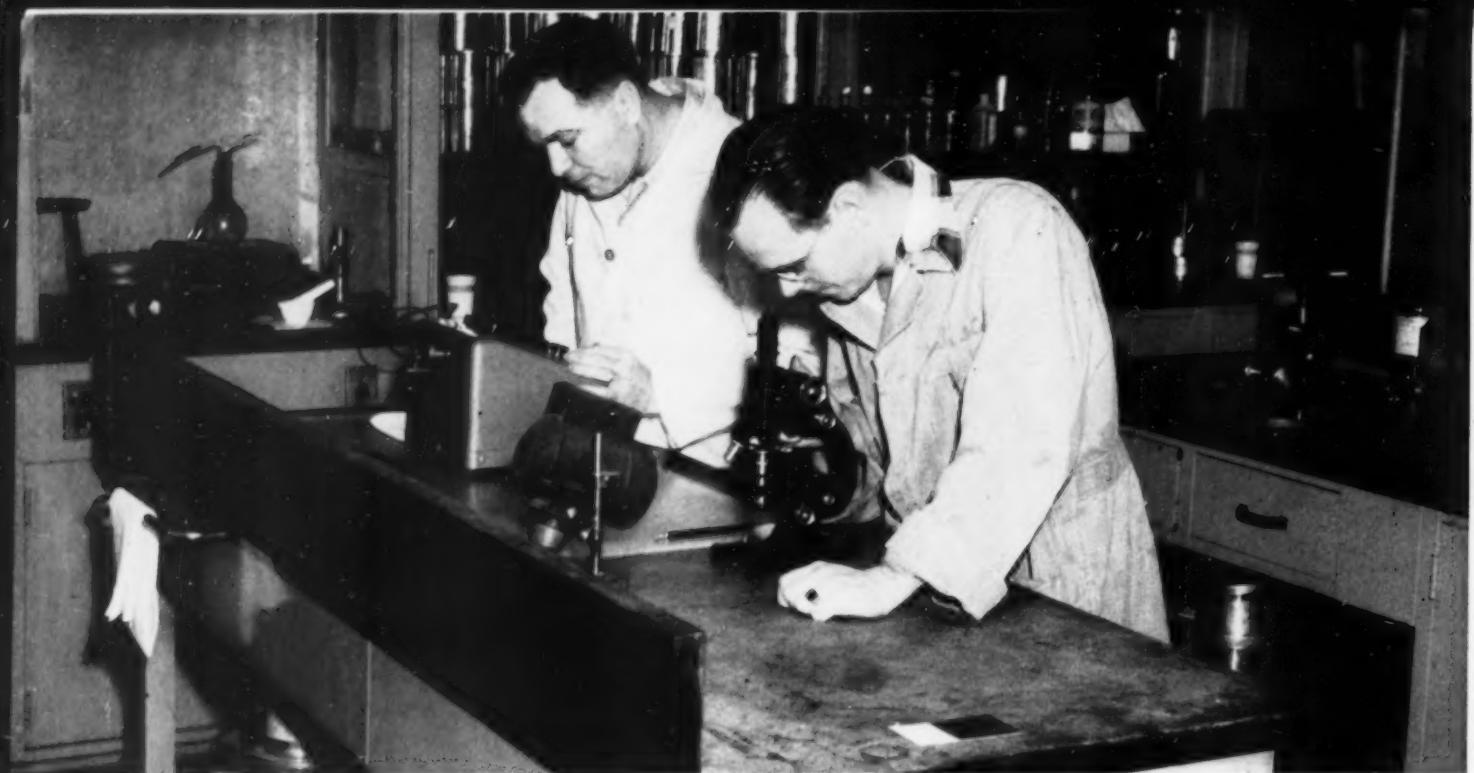
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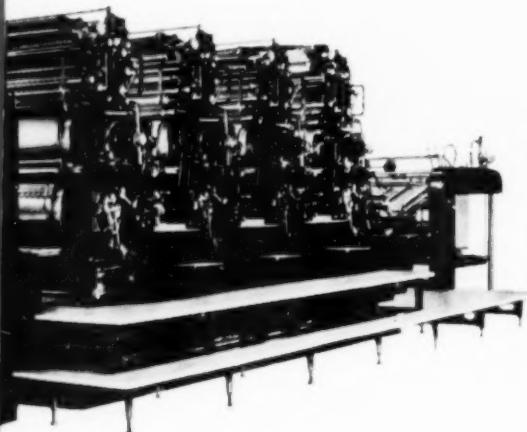


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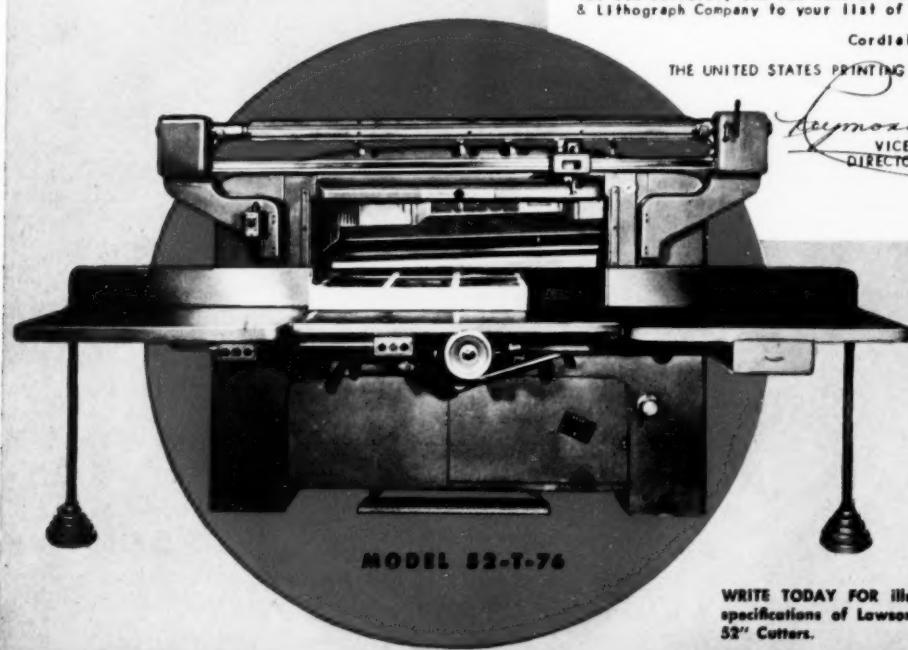


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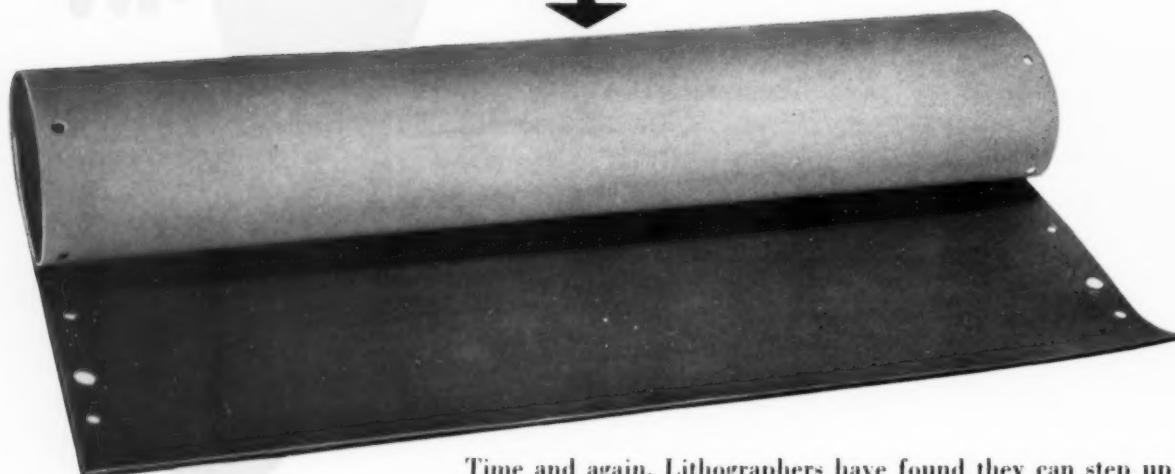
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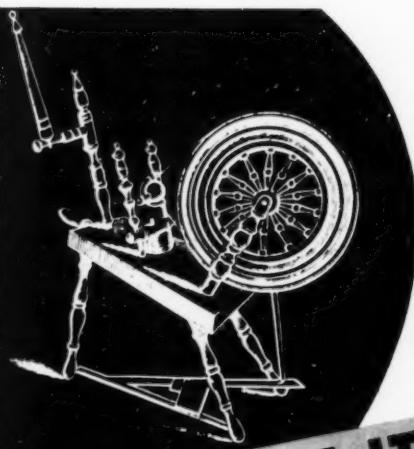
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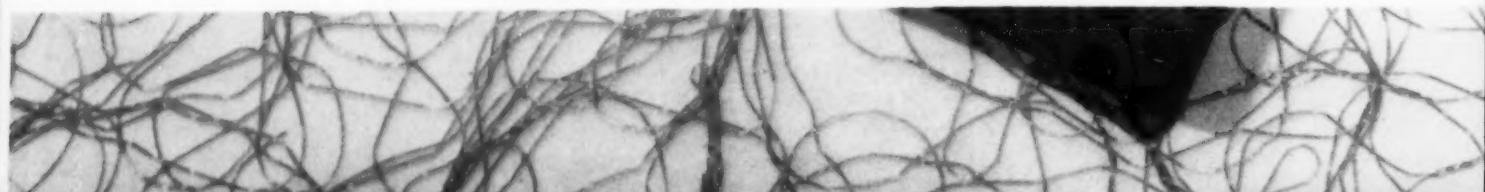




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by H. J. Wolfe

272 Pages

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Chapter

1. **Properties of Inks** . . . Review of physical characteristics; general types of inks; steps in manufacture of inks; definition of terms.
2. **Purchasing Printing Inks** . . . Ink requirements and specifications; "doctoring inks"; selecting your supplier; estimating ink consumption for offset work and letterpress; ink coverage chart.
3. **The Private Ink Plant** . . . Analyzing some of the misconceptions as to the advantages of operating your own ink plant; discussion of the "base ink system."
4. **Manipulation of Ink** . . . Color matching and what the pressman can safely do to "adjust" inks; ink storage, shelf life; additions of reducer, drier, varnish, etc.; improving body.
5. **Inorganic Pigments** . . . Properties and characteristics of pigments as they affect inks; discussions of natural and manufactured mineral pigments; charts showing properties and uses of ten mineral pigments and 18 important inorganic pigments.
6. **Organic Pigments** . . . History, preparation of intermediates; charts showing properties and uses of more than 45 important organic pigments; classification of dyestuffs.
7. **Black Pigments** . . . General discussion; characteristics and manufacture; lampblack; furnace black; thermal decomposition blacks; mineral black; manganese black; graphite; iron oxide black.
8. **Printing Ink Vehicles** . . . Vegetable drying oils; linseed oil and linseed oil varnishes; lithographic varnish; chinawood or tung oil; soybean, oiticica oil; vegetable semi- and non-drying oils; alkyd, fish, rosin, fatty acid, mineral oils; pitch varnishes.
9. **Driers and Drying** . . . The six methods of drying; theories of drying; paste driers, japan driers; concentrated driers; cobalt driers.
10. **Letterpress Inks** . . . Ink classification, specification of stock; job press inks; automatic press inks; flatbed cylinder press inks; web press inks; required properties of the inks; relation of ink to stock; inks for various stocks and their requirements; halftone black inks and process inks.
11. **Lithographic Ink** . . . Requirements and characteristics are given for lithographic inks; offset printing inks; dry offset printing inks, etc.
12. **Intaglio Printing Inks** . . . Requirements of inks for intaglio printing; copper plate engraving inks; steel plate engraving inks; stamping inks; photogravure inks; rotogravure inks; classification of rotogravure inks.
13. **New Types of Inks** . . . Thermosetting inks; synthetic litho inks; hot wax inks; aniline inks; steam-set or moisture set inks; pressure set inks; silk screen inks; metallic inks; water color inks.
14. **Testing of Inks** . . . Equipment needed; dry color testing for strength; resistance, permanence, particle size, etc.
15. **Ink Problems and Remedies** . . . Ink difficulties encountered in letterpress and lithographic printing are detailed, listing the symptoms, causes and suggested remedies.

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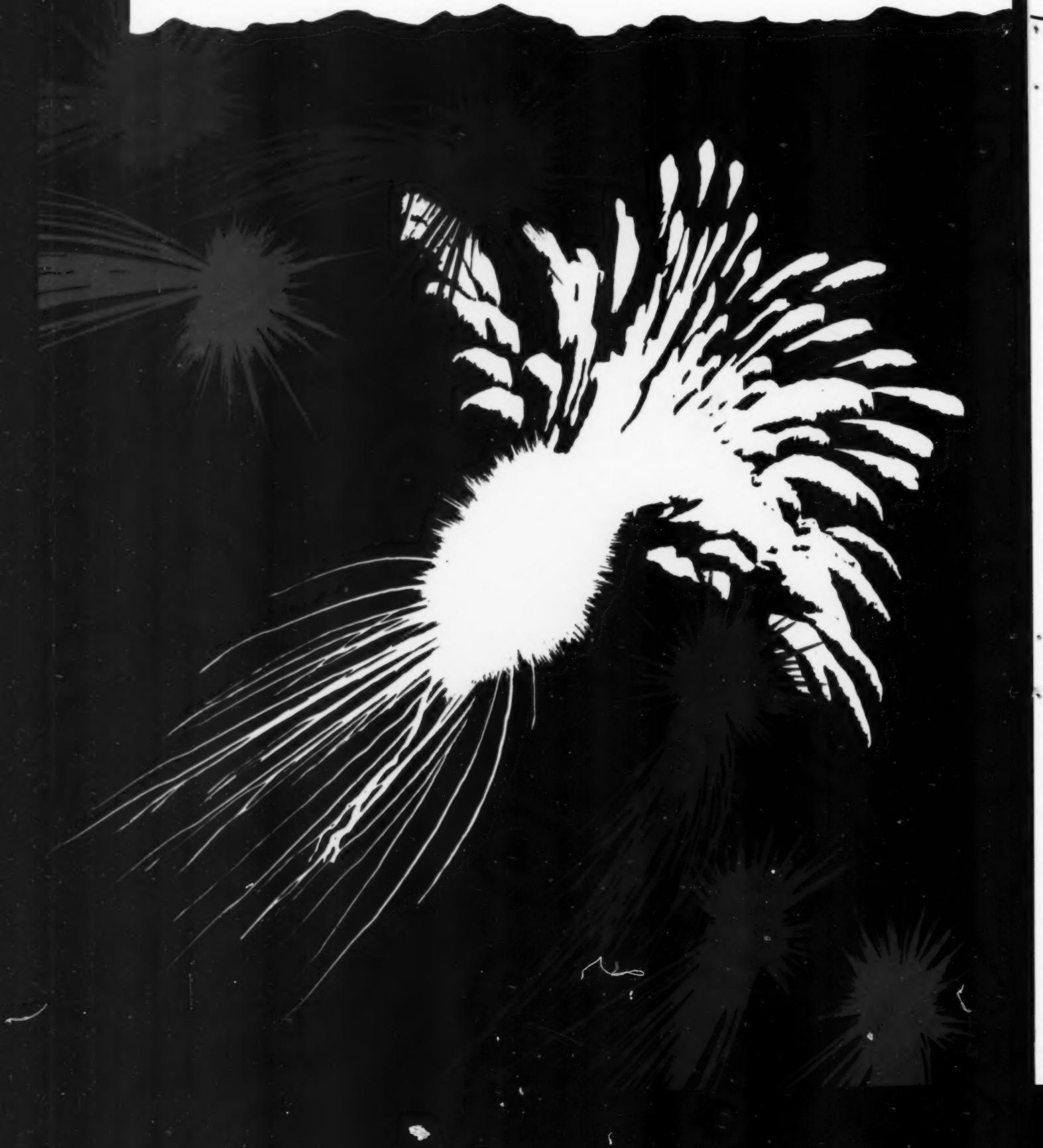
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You Should
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by your answers to these questions:**

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4. Do you know how the cost of operating new up-to-date equipment would affect your cost picture?

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..... presses, size
..... presses, size
..... presses, size
..... presses, size

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& SUPPLY CO., INC.
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impression

as good as
the first



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Our carefully selected
ALBUMEN assures tough, durable
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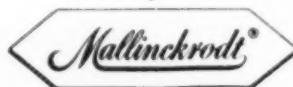
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→
**SUPPORTING
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Regular scheduled messages like this, addressed to your customers, are running in

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DUN'S REVIEW
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JOURNAL OF ACCOUNTANCY
THE OFFICE
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**Selling Ideas Before Your
Customers Continuously**

The printer sells his product by selling Neenah's product, so Neenah helps the printer sell. The theme presented on this page, which runs in the consumer magazines, is an example of that teamwork.

The idea of multiple letterheads for all but the smallest businesses leads readers' naturally to requests for *The Psychology of Business Impression*, which does a big selling job. It wins its way into the front offices even of large businesses. The printing salesman can follow and get the benefit.

To get the most out of this idea, write for the full story from our Printers' Service Department.



MODERN BUSINESS REQUIRES

Two Letterheads... or more

In the competition for business and prestige, the company letterhead can play an important part, when management recognizes its various objectives. Certain of its elements—illustrations, slogans, guarantee symbols, etc.—would be out of place on the president's letter, but they step up the results from sales letters. Engineering, accounting and service departments find different items effective on separate letterheads, impossible to include on a general letterhead.



Let the Neenah portfolio, *The Psychology of Business Impression*, show you the many ways in which letterheads can express business character. Included are 24 specimen letterhead treatments with type and production specifications. The coupon below, attached to your own letterhead, will bring you a free copy. Just sign and mail.

COURTESY COUPON

- *The Psychology of Business Impression*, with letterheads on Neenah Bond Papers (rag-content 25% to 100% new cotton fibers).

- Neenah Pattern Kit, a guide to the four grades of Neenah Ledger, with punching, perforating, and ruling guides, for use in designing special forms.

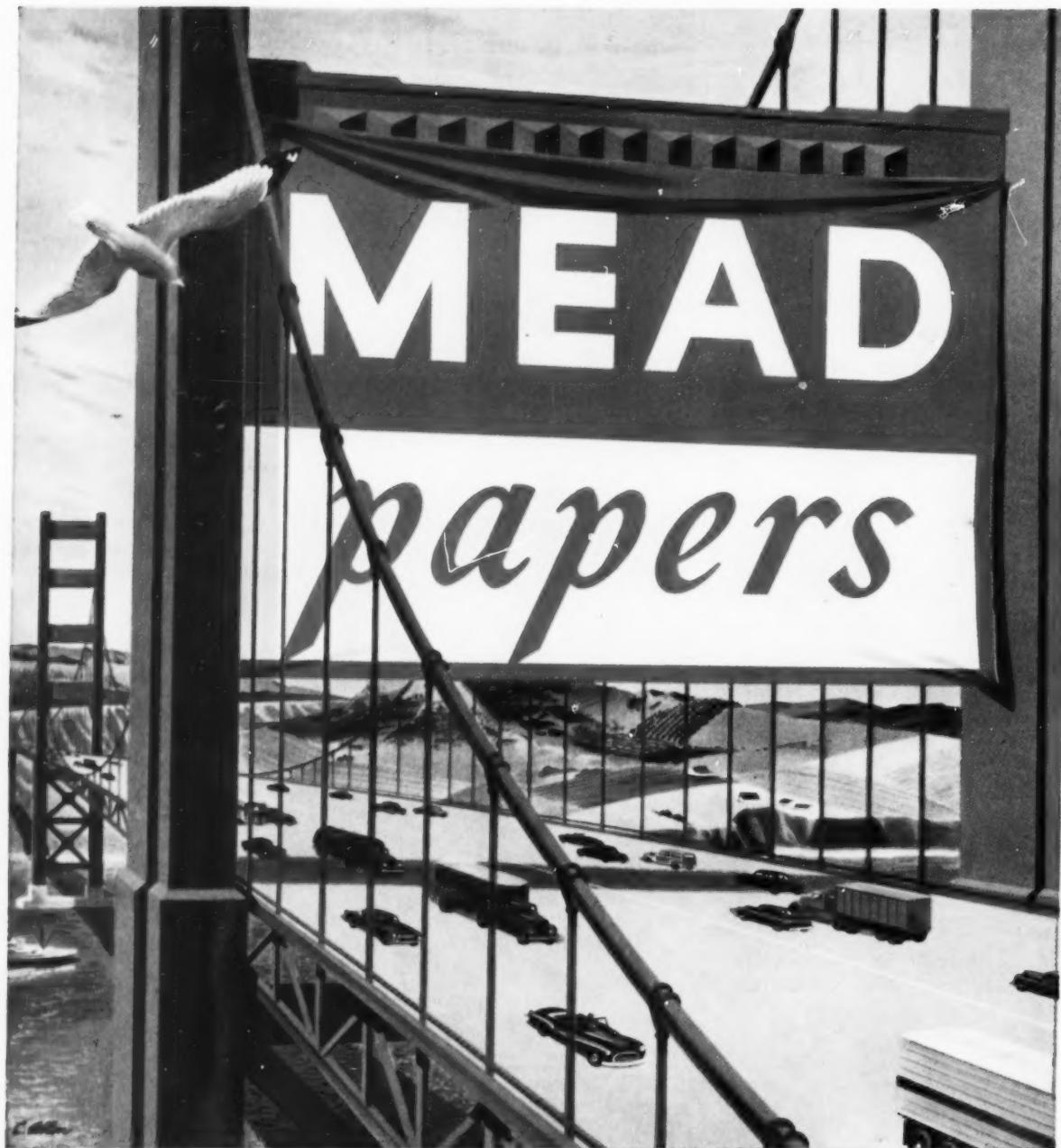
SIGNATURE



ML-1

NEENAH PAPER COMPANY
Neenah, Wisconsin





If you're planning on lithography for a medium that will run into thousands of copies, and require many full color illustrations—a recipe booklet, for example, or a travel folder—it will pay you to look into **MOIST-REFEE OFFSET** and **NORMILEE OFFSET**. These Mead

Papers are especially made for flawless lithographic reproduction at moderate cost.

Your lithographer or your printer—and, behind him, America's leading paper merchants—will tell you that Mead Papers mean business. Ask for evidence.

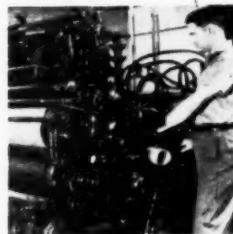
THE MEAD CORPORATION "Paper Makers to America"

Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia • Atlanta

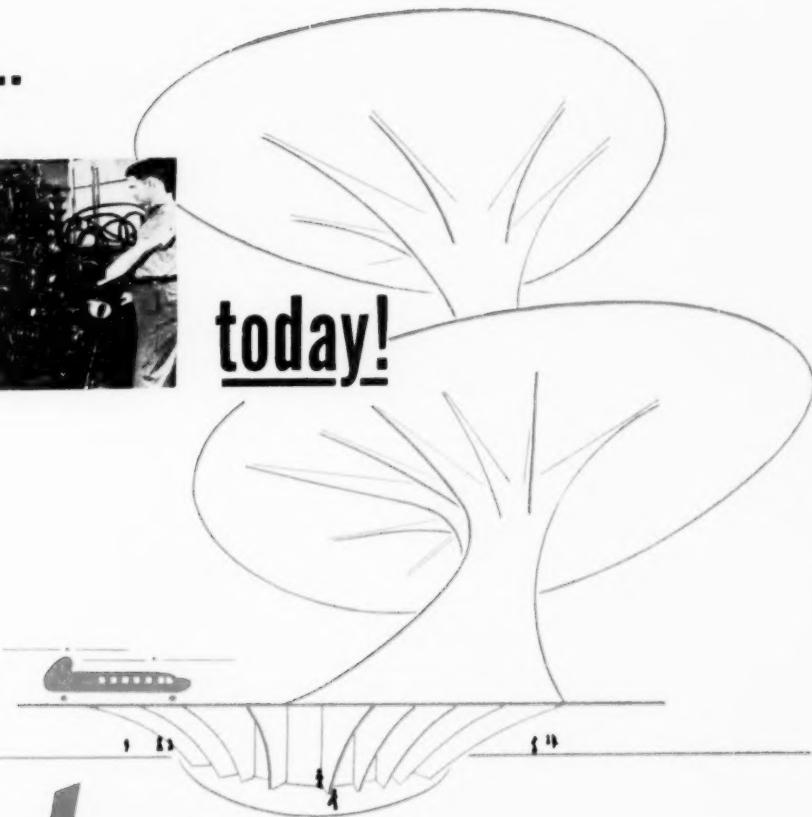
MEAD
papers

This advertisement, in full color in *Time* and *Business Week*, helps you.

tomorrow's offset ink...



today!



Zephyr

ZEPHYR OFFSET INK was introduced to the Lithographic Industry over four years ago with the claim that it was the ink of tomorrow. Time has proven that this claim was well founded for today finds

ZEPHYR OFFSET INKS in use everywhere. Just like any outstanding product, ZEPHYR has prompted many imitations, but none that affords all of its unique features. Therefore, do not wait for these imitations to be perfected when you can enjoy the benefits of tomorrow's OFFSET INK today—ZEPHYR.

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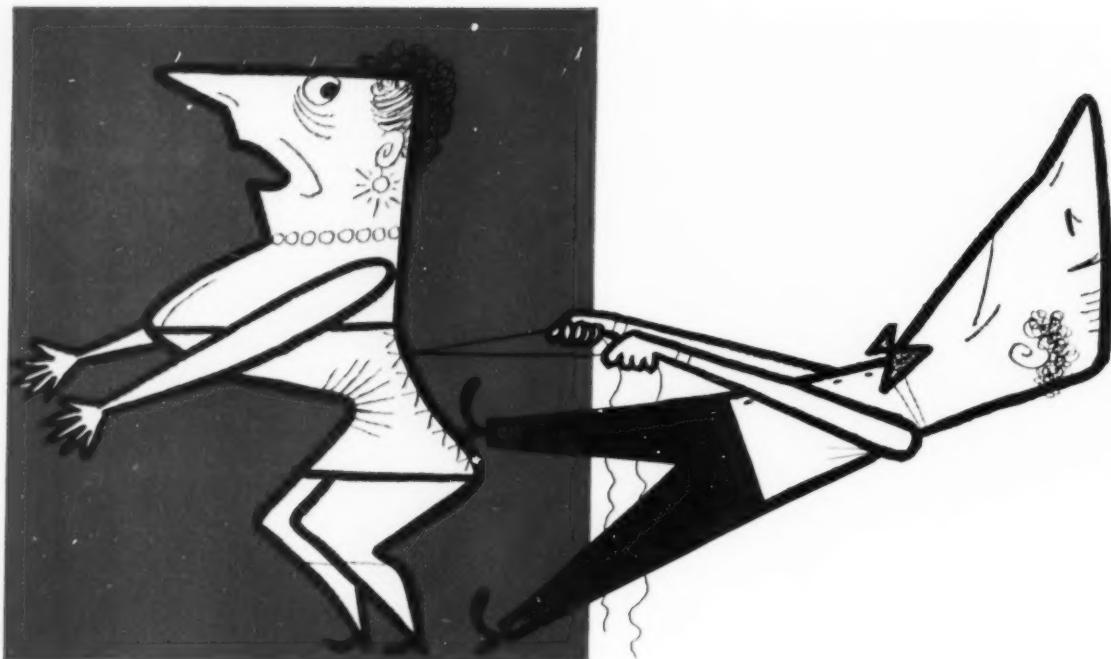
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Ask your wife— does she wear a corset or a girdle?



Be up-to-date—use SEAMOL, the seamless dampener roller covering.

You'll never get a round, true, firm, shapely dampener roller from any type of cover with laced seams.

It stands to reason! How can a sewn dampener cover with an ugly, gaping seam like a long scar down the middle, withstand the friction, the water-soaked weight and the centrifugal pull of a roller that's rotating against two other rollers?

It can't!

Sewed dampener roller covers (hidden or exposed) creep, crawl, twist, kink, slip, wrinkle, wave, sag and end up looking

like a fat lady's corset or a policeman's fallen stomach . . .

There's only one answer to consistent dampening control—and that's SEAMOL, the seamless molleton dampener covering.

SEAMOL has no seams. SEAMOL has a two-way stretch which eliminates all possibility of slipping, riding, twisting, sagging, buckling and creeping.

Only SEAMOL gives you a round, true dampener roller which assures even, smooth, consistent dampener control.

Order SEAMOL today!

SEAMOL is absolutely lint-free!

Use a Jomac Roller Cleaner to break in and clean your dampener roller covers. There's a size to fit every roller size . . . and every budget.

C Walker Jones Company
• PHILADELPHIA 38 PENNSYLVANIA

Editorials

THE honor of holding the office of Public Printer of the United States was conferred March 27, by presidential appointment, upon Raymond Blattenberger of Philadelphia. "It couldn't happen to a nicer fellow" is the consensus of opinion of the thousands of persons in the graphic arts industries with whom he has come in contact during his 45 years in the trade.

He takes with him broad executive ability, seasoned experience, seriousness of purpose, humbleness of attitude, and a lack of political obligations. Mr. Blattenberger never was a candidate for the position. The job sought him, through the channels of his many friends throughout the nation.

As head of the world's largest printing operation, he will, we believe, serve well his government and his industry.

IT HAS become rather common in recent years (perhaps too common) for bills to come up in Congress which would restrict liquor advertising. Now, we are informed, similar bills are becoming more common in state legislatures, and have been successful in some cases.

Another often recurring effort is made in state legislatures to enact laws which would ban or restrict posters along public highways. In fact, most of the new superhighways (Pennsylvania, Ohio, New Jersey, Long Island, etc.) are being built from scratch with an official ban on signs or advertising of any kind.

All of these restrictions cut into important

lithographic volume, which means business activity and jobs. National and local graphic arts associations usually are the most effective channels for information and action on such proposals.

Do your part to help head off and defeat such threats to the litho industry. The first step is to report such suggested new legislation either to your local graphic arts association, or to this publication. We can help set the wheels in motion to prepare effective opposition.

LITHO CLUBS, during the last few years, have had a rapid growth, mostly manifested by the formation of new clubs. Much of the impetus for this growth has come from the National Association of Litho Clubs.

This association, although often thought of as being rather new, is approaching its seventh annual convention. (Detroit, May 8 and 9) About seven years ago there were only eight member clubs. The total reached 11 just before the 1947 convention in Cincinnati. Now it's 19, and other clubs are in various stages of organization.

Next month's convention promises to be "better than ever", partly as a result of the NALC's stepped-up program of services, and partly because of the mounting backlog of experience and the work of the Detroit host club.

John F. Maguire, NALC president, tells of the background of the NALC and the Litho Club movement in this issue (Page 40).

Highly Trained Men Needed to Maintain High Production

THREE years of work in the American lithographic industry, combined with long experience in this line of printing in Europe, have enabled me to make certain observations and comparisons of one of the most important features of lithography, namely, efficiency in production.

A knowledge of both European and American lithographic methods and attitudes can put any manager in a better position to make improvements. With my long experience in Europe I may be accused of being sympathetic to their way of doing things. But I have tried to be unbiased in my observations.

It is commonly believed that the American lithographic industry is far more efficient and productive than any other because of better management. I don't think this matter can be dealt with so quickly without consideration of other elements which are involved and which are equally important. It is my intention to present some of these elements, if only to make lights and shades of American lithography more accentuated.

Any European printer visiting an American offset plant is amazed by the enormous volume of runs which far surpass the usual European runs. American plants are equipped with very large presses and multicolors. Here, high wages and considerable margin of profit, as is the case in all well-managed factories, allow large investments and a frequent renewal of equipment. Contrary to the situation in Europe, there is no need to

spare raw material, for often waste is covered by speedy production.

In recent years, only stiff competition forced the American industry to operate more economically, however the markets are not so crowded as to compel the printers to substitute quality for quantity.

It is true that high quality of production slackens the speed, principally in make-ready time and preliminary work. Consequently, the lithographers in Europe were chiefly concerned with improvement of quality, while in America the problem is to keep pace with growing demands and the fulfillment of orders. Consequently, emphasis is placed on speed.

During the time between the two World Wars, Europe lived through a very difficult economic period which demanded great emphasis on production without waste. This was carried to the extreme. The industrialists learned the benefits of scientific organization of production. Among them were lithographers who had to break with centuries-old tradition of hand craftsmanship and call upon scientists to solve numerous problems of production. The old guard of artisans was gradually replaced by college-trained men who even took the positions of foremen away from them.

It is paradoxical that while this country's wealth had its source in research laboratories, many bureaucrats did not attach much importance to high education and diplomas. And yet, the industrial know-how does not necessarily come from years of practical management. The industry

can benefit from these laboratories and should not keep them dormant.

America is by all means a workman's paradise, while in Europe, with wages so small, young men are desperately seeking better education which gives them more opportunities to obtain attractive positions. In America—as far as I can see—high wages attract young men to such an extent that they have no inclination for higher education, fearing loss of considerable income.

In the past there was but one way for a printer or a lithographer to learn the trade and that was to work in the shop. Only through work in a printing plant (or better, in many) could he learn the "secrets" of the trade. But today there are no secrets. Old and new methods of production are available to everyone through school education.

But of course lithography is at the present time quite a complicated industry with a large variety of uses, requiring long study and still longer experience. Even a very well-informed and capable printer who has working experience in only one shop cannot be considered an expert. This title demands versatility in practice and thorough theoretical education. This points up the value of the laboratories and research centers established by large industries.

Success in business and large profits obtained with somewhat obsolete equipment are often misleading and are taken as symbols of progress and ability of management. Due to modernized competition, one day such plants will notice that customers are being lost, and they will not know

By L. K. Straszewicz

High Point Offset Corp., Detroit

to what to attribute the losses. Only a management constantly improving production can expect a steady and profitable business. The answer given by an old, self-made printer, to an expert who tried to convince him of the necessity to modernize his plant is very characteristic: "I have made \$2,000,000 before I was 50. How much did you make?"

Some observations that I had an opportunity to make have met with the sincere approval of many prominent lithographers of this country. My motto is: "The lithographic trade needs more college men and a better understanding of professional education." I have noticed that in this country there is an admiration for the work of experts but little consideration for their scientific suggestions. This reminds me of an invitation sent to the famous pianist, I. J. Paderewski, by a group of wealthy men. When the virtuoso arrived, he asked where is the piano. "Oh, we don't care about the music. All we wanted was to have you with us."

To emphasize my observations I will say that the activity of the Lithographic Technical Foundation produces surprisingly small interest among the lithographers. For example, the 10-week training course organized by the Chicago Lithographic Institute, supported by the LTF, gives a wonderful opportunity to any young lithographic apprentice to improve his knowledge in theory and practice. One would expect that every large lithographic plant would want to send an able young worker, designated to take over a supervisory position in the future, to this

school. One would expect that many lithographers would be eager to get a graduate from that school. To my great surprise, nothing of the kind is taking place. At a recent course, of all in attendance, only one was an American! At the same time, the lithographers are complaining of the shortage of skilled personnel.

The education and good training of personnel are problems of internal character of any branch of industry and the trade is solely responsible for the quality of workers. These problems should be of prime interest to the lithographer. As to the apprentices, they must be trained not for one shop but for the trade in general. Once his apprenticeship is over, I believe the young man should get experience in other shops and under other managements. Good results of this method were observed not only in my plant but also in many high-class litho shops all over Europe.

A good worker is always inclined to return to the plant where he served his apprenticeship, and only then is he really good. I remember having great difficulties in training pressmen for my first offsets. The letterpress pressmen had no understanding of lithography and the litho-stone pressmen were slow and awkward with metal plates. My best results were obtained with litho-transfer men. Although they had no knowledge of presses, they quickly learned how to operate them and had no trouble with plates.

Later, I accepted, as routine, that each offset apprentice had to serve in the plate room for a period of two years. This was adopted by many European experts who agreed that a good offset pressman should be first well acquainted with the plates.

My attention was called to the report worked out by the British Special Commission investigating the U. S. lithographing industry for the benefit of the British lithographers. I prize the work of the British Commission very highly, especially their practical recommendations for their home trade. But still my observations differ somehow from theirs, for

the simple reason that they visited and were interested in only the model plants. On the other hand, I had an opportunity also to investigate the shops which needed the expert's help—shops which are far below the leading litho companies. It is on these observations that these thoughts are based.

As I have mentioned before, efficiency in production is generally credited to the American ability of organization, but we should not overlook another important element which is the productive quality of American workers.

The superiority in productivity of the American worker over a European one can be explained by the following:

- (1) Work is more profitable for an American worker.
- (2) Better living conditions give him better rest and save his energy.
- (3) Amusements are frequent and lower priced.
- (4) Politics, as well as economic and social problems, are rather remote.

In Europe, a worker is often discontented and seeks to forget his worries through politics, which result in more discontentment. Due to these factors, his mental stability suffers a downfall together with his efficiency in work. It is true that the poorer the country, the less interest people have in work. What is more, an American worker considers overtime work as an opportunity to make a few additional dollars which he of course knows how to spend, while the European worker looks upon additional hours of work as an infringement on his rights.

In conclusion, I would like to remark that the American industry stands on such a high level of understanding of its role in the life of mankind, that the popular slogan—"There is always a way for improvement"—is probably the best. However, in many ways the economic conditions in general are getting more and more difficult, forcing both management and labor to apply better and more scientific methods of production. ★★

SHORT CUTS

with photo prints and air brush
in art for offset

By Ray M. Hogan

Hollywood, Cal.

NO other process offers more opportunity for striking art effects for black and white and color printing than does offset lithography. Besides using conventional artwork, the offset copy-preparer can make good use of tissue or acetate film "negatives" which he can easily make himself and which will require no camera work.

For reverse color text matter you can put a sheet of tissue layout paper in your typewriter (being sure that it is equipped with a fresh, black ribbon), and make a "positive" that can be printed on photo printing paper in an ordinary printing frame. For a more opaque typed impression put a piece of carbon paper under the tissue, carbon side to the tissue.

Then, if you care to use hand or speed ball lettering you can do the same on acetate film, using India ink or opaque masking ink. Mechanical drawings, charts, graphs, sales curves etc., of course are handled in this manner.

Of course, prints made from negatives like this will always be in reverse (white on black or color). If a black on white print is desired of course you can make a negative by exposing your tissue or acetate "negative" in your printing frame with a sheet of regular photo film. When this is developed you will have the correct negative for making black and white prints.

Besides making negatives in the manner explained, you can get some very realistic effects by using many

articles that will reproduce when placed flat on a sheet of photo printing paper and exposed to light. They must, of course be flat, as rounded surfaces will allow undercutting light to reach the printing paper and cause a shadowy edge. The accompanying illustrations show some well known articles photo-printed in this manner.

On one job a folder cover called for an illustration of a threaded needle showing the thread "all snarled up". It looked like a rather tedious art job until we decided to do some experimenting by direct printing on photo paper.

We simply placed the needle in correct position, following a rough pencil dummy that had been given us, and let the thread fall on the sheet in snarls, which was a simple case of manipulation. To insure tight contact to the paper we placed a sheet of glass on top of the needle and thread.

The illustration shows how well this worked. The length of needle projecting downward from the edge of the paper was ruled in and the heading type mounted in position.

These few samples of direct photo printing will indicate what can be done, and you will discover many objects that can be photo-printed in this manner.

Very artistic effects, by the way, especially for tints and backgrounds, can be obtained by using pressed leaves and flowers in this manner. Many mechanical products like washers, gaskets, flat electrical connec-

tions, wire, flat keys and some jewelry can be used to make direct photo-prints. The production cost-saving results from the fact that no art or camera work is necessary.

When you have caught on to the operations required to make tissue or acetate negatives and direct photo-prints, your ability will be greatly



Instead of an exacting art job, this print was obtained simply by placing needle and thread on photo paper and making a print. End of the needle was added with ink.

increased by learning to do simple airbrush work.

Simple Airbrush Work

True, the profession of airbrush art requires considerable talent and skill, yet it is possible for anyone to learn how to use an airbrush for simple techniques, when once he understands what the airbrush does and how to make it do it.

Briefly, the airbrush allows you to lay an even tone on your drawing paper from solid color right down the scale to pure white and to accomplish vignetted edges, blending and shading. These operations are almost impossible to do in a satisfactory manner with a paint brush, with the possible exception of a solid color. The airbrush, through a needle valve worked by the operator's finger, delivers a spray of paint from a small cup-receptacle, under air pressure obtained from a motor or a compressed air tank or drum.

Many good books on airbrush art are obtainable in the public libraries

and in art supply stores,* a study of which will help you to become a good airbrush artist, if you so desire. The first thing to do is to learn how to lay even tones with your airbrush, which simply is a matter of experiment and practice. Be sure to use a smooth finish drawing board.

When you have learned to do this your next consideration will be that of making stencils and masks. The sharpness and crispness of airbrush rendering is the result of properly prepared stencils. When you airbrush over stencils or masks, you actually are making a negative, for you can consider the spray from your airbrush as being light. The stencil (or mask) will allow this spray to reach your drawing paper in its open areas and block it out in the covered areas.

Masks and stencils are made with a paper product called frisket, obtainable in art supply stores. It is a

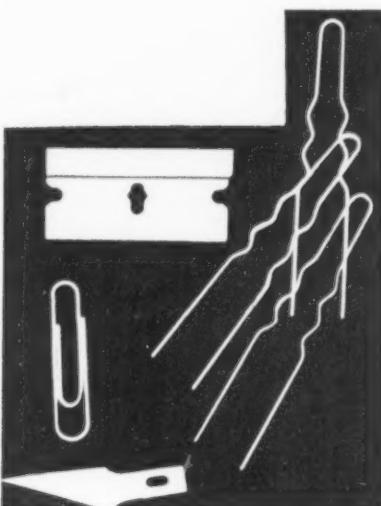
waterproof, thin paper coming in sheets size 19" x 24". In using it a thin coating of rubber cement is applied to one side, allowed to dry and another coat brushed over it. If cement is very thin, three coats often are necessary.

When thoroughly dry the coated surface will have an adhesive quality comparable to Scotch tape. When placed on your drawing paper it can be pressed down, making a strong, tight contact. It then can be cut, and the areas requiring the spray peeled off. One "must" for this cutting operation is a good stencil knife which has a pointed, sharp blade. This will insure even, sharp cutting under light pressure that will not leave knife marks on your drawing paper.

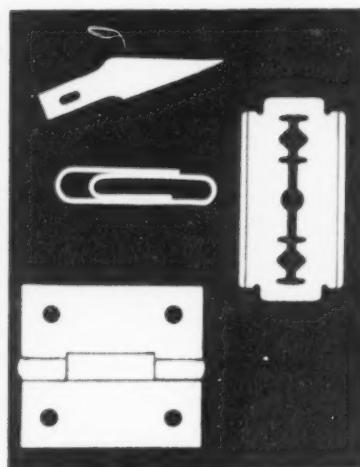
If you do not wish to prepare your own frisket you can buy pre-coated sheets in the art stores or a fluid type that can be brushed directly on your drawing paper, cut when dry and peeled off.

Although frisket is recommended

* Advertising Art, Tricks of the Trade, by Dixi Gail Hall.



Actual objects were used as "positives" to make prints on photo paper by direct exposure. Cross lines were ruled in ink. Almost any item, if nearly flat, can be used in this way to reduce art time and costs.



Paper gummed stars were stuck on layout tissue paper, and lettering added with ink, and a print made by exposing tissue to photo paper. Simple types of art can be done this way.

Actual playing cards were used for masks as explained in the accompanying text.

for finished work, in your experiments for practice you can use ordinary tissue layout paper, coating it in the manner described, with rubber cement. You also can use movable masks of card board, celluloid or light metal, that can be brought in close contact with your paper by placing small weights (like type slugs) on top of them.

The first thing to do in making an airbrush drawing (unless you have been furnished a layout or dummy) is to make a sketch on tissue layout paper in pencil. When you have it in desired shape it can be traced on

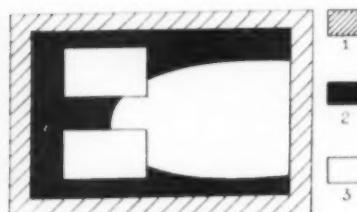
to your frisket paper which will give you the guide lines for cutting. Edges are defined by using masking tape, along the outside areas.

In preparing and cutting stencils it always must be remembered that all edges must be sharp and clean. Rubber cement can be picked up from paper by using a regular rubber cement eraser, your finger tip, or a small piece of cloth. In cutting the frisket be sure that your knife-lines are clean and sharp but do not exert more pressure than is necessary to cut the frisket. All this is a matter of practice.

In the playing card illustration, four cards were used as masks to make an attractive airbrush drawing. The cards were coated with rubber cement (as explained) and laid on the illustration board in position following a dummy furnished. Masking tape was used to define the outside edges and the airbrush background was blown in. The copy for the cards (or second color) was made direct from the cards themselves, arranged to register in correct position into the airbrushed section.

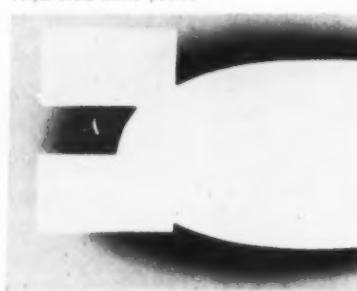
Had this been printed in two colors, the airbrushed section could have been used as a tint, into which the four cards would register. As it was for one-color, the cards that were cemented face down on the drawing for airbrushing were removed and cemented face up in position as shown.

(Continued on Page 119)

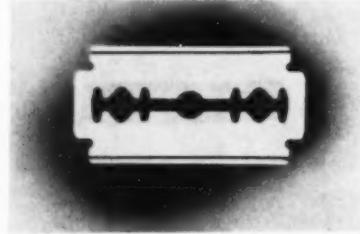


Above: Oval area for type paste-in is overlapped here by two square halftone areas. 1. Masking tape provides straight edge for simple airbrush work. 2. Frisket paper cut with knife and peeled off. 3. Frisket area left in.

Below: Airbrushed tint to be used as registered color plate.



A razor blade was stuck down with rubber cement and area was airbrushed. Lines ruled in afterwards. Shown here in single color, it is especially suitable for simple two-color tint work.



Raymond Blattenberger

Nominated as Public Printer



RAYMOND BLATTENBERGER, senior vice president of Edward Stern & Co., Philadelphia offset-letterpress printing firm, was nominated as Public Printer of the United States on March 27 by President Eisenhower. He fills the post vacated by John J. Deviny who retired from public service February 28. The appointment, still subject to Senate approval, had been expected in the trade. (ML, March, Page 91).

Mr. Blattenberger, who became 61 years of age on January 19, has been in the graphic arts industry for nearly all of the 47 years of his working life to date. Born in Philadelphia, in 1892, he started to work 13 years later as an errand boy for a ship-chandler in that port city. The following year, at 14, in the pressroom of William Mann & Co., he started his long career. For six years he worked in pressrooms of various companies. In the meantime he supplemented his early schooling by taking a two year business course in night classes at Temple University, and was graduated from this course in 1911. He strayed from the graphic arts for a few months to work for an insurance firm, but soon took a job as office manager for a printing broker.

Then two years in printing sales followed, during which time he continued to study at Temple. Later his nighttime college preparatory course

had to be discontinued because of his health.

At the age of 22, Mr. Blattenberger started with the Keystone Publishing Co., a subsidiary of the Keystone Watch Co., as assistant superintendent of their plant. Here he learned estimating, purchasing, and made the outside contacts in addition to plant management.

In 1917, Keystone Publishing Co. was purchased by Edward Stern & Co., printers. This began his long career with this progressive Philadelphia concern.

He then went into sales, and worked in this field over 17 years. In January, 1935, Maurice Weyl, president of the Stern Co., placed Mr. Blattenberger in charge of the plant. In December that year, Julius Weyl, company vice president and treasurer, died, and Mr. Blattenberger was made vice president in charge of production.

He remained in production until the end of 1938. At this time he returned to sales work, and in addition, had charge of trade relations and labor relations. He was introduced to offset lithography when the Stern Company entered this field many years ago. As senior vice president of the company, a post he has held since 1947, he still handles sales, and labor and trade relations.

He has been active in trade associations and other graphic arts organi-

zations. In 1935 he became active in the Typothetae of Philadelphia, and later served as vice president and president of the group. In the meantime he had become active in the national organization, United Typothetae of America (now merged with Printing Industry of America), and eventually was elected president of the UTA. He still is active in the Printing Industry of Philadelphia and the PIA, successor organizations.

Mr. Blattenberger also has served as a member of the board of directors of the Natl. Assn. of Photo-Lithographers. He has represented the industry in such benevolent campaigns as the Red Feather Community Chest and United Fund, and has always been active in church affairs.

Two sons and a daughter were born to Mr. and Mrs. Blattenberger in the years following their marriage in 1914. They lost their daughter at the age of 9. A son, R. Walter, is married and has two children, and is at present superintendent of preparation at Zabel Brothers Co., Philadelphia lithographing concern. He also is president of the Litho Club of Philadelphia. He served in the army in World War II. He advanced from private to sergeant, served overseas, and was awarded the Legion of Merit for litho reproduction work.

The younger son is John W., also an army veteran, who served as captain in Chemical Warfare.★

Poster Design Winners

Now's the time
for JELL-O



Above, First place poster. Advertiser—Jell-O Division, General Foods Corp. Agency—Young & Rubicam, Inc. Artist—Jack Wittrup. Art Director—Jack M. Anthony. Lithographer—Spurgeon-Tucker.

Below, Second Award: Advertiser—Purina Mills. Agency—Gerdner Advertising Co. Artist—John Eppensteiner. Art Director—Dale Kirchhoff. Lithographer—Compton & Sons, Inc.

PURINA sure pays off!



Below, Third Award: Advertiser—The Atlantic Refining Co. Agency—N. W. Ayer & Son, Inc. Artist—Ewing Galloway and Rio Studios. Art Director—Calvin B. Anderson. Lithographer—McCandlish Lithograph Corp.



AN OUTDOOR poster, "Now's the time for Jello," lithographed by Spurgeon-Tucker Co., New York, for the Jello Div., General Foods Corp., won the first grand award, a gold medal, in the 21st National Outdoor Advertising Art competition and exhibit, sponsored by the Art Directors Club of Chicago.

Second grand award, a silver medal, went to a Purina Mills poster, "Purina sure pays off," lithographed by Compton & Sons, Inc., St. Louis.

Third grand award, an antique bronze medal, was given an Atlantic Refining Co. poster, "Keeps your car on the go," produced by McCandlish Lithograph Corp., Philadelphia.

Bronze medals were also awarded first place winners in each of 16 classifications, with framed certificates to winners of second and third place in each group.

A jury of 15 judges selected the winners from 675 entries, including both 21-sheet posters and painted bulletins; and also chose others to complete the traditional roster of "100 Best Posters of 1952." Certificates of merit were given the remainder of the designs included among the "100 Best."

Two basic ideas were considered in judging: (1) the value of the idea to create sales or promote causes; and (2) effectiveness and excellence of design, composition and technique.

Awards were presented at a dinner in the Sheraton Hotel, Chicago, March 21. Following this, the entire "100 Best" were placed on display for one week in the Marshall Field & Co. art galleries. Later this year Outdoor Advertising, Inc. will publish "The Poster Annual for 1952."

(Continued on Page 117)

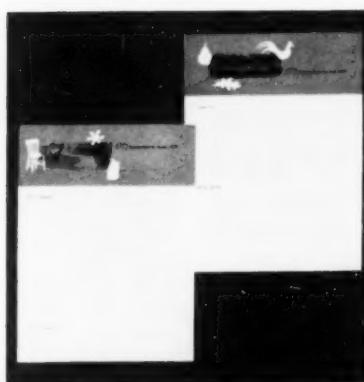
Printing Design Winners

THE 26th annual exhibition of "Design in Chicago Printing" which opened at the Chicago Art Institute March 23, reflected the strict standards upheld by the Society of Typographic Arts, sponsor of the affair. From the 320 entries only 120, the smallest number in many years, were deemed of sufficient merit to be hung in the show. From these the judges made a further selection of 12 pieces to receive the STA ribbon and certificate attesting to the superior qualities of design. Three of the 12 winners were produced by firms operating offset equipment.

Magill-Weinheimer Co. and the Veritone Co. were credited jointly with production of the magazine class winner (top, right) the Christmas issue of Abbott Laboratories' monthly publication, "What's New." Sarah Taylor Leavitt was the designer and about her work on this job the judges commented: "A scrapbook of beautiful surprises that sparkle . . . scintillating, gift-like . . . very rich. A beautifully produced and printed job throughout and excellently designed."

In the house organ class, the winner was the "STA Bulletin," (below)

(Continued on Page 117)



19 Clubs Now in NALC; First One Formed in 1907



John F. Maquire

By John F. Maquire

President,
National Assn. of Litho Clubs

NINETEEN Litho Clubs in the U. S. and Canada now are affiliated with the National Association of Litho Clubs, and there are more prospects applying for membership in this organization. In addition, new groups are asking for information on how to organize Litho Clubs and how to set up by-laws similar to those of other clubs.

The NALC provides such information to new clubs, and also acts as a distribution agency for educational, technical and other types of information to organized clubs.

The annual convention of the NALC, to be held at the Statler Hotel in Detroit, May 8 and 9, brings to mind that this association is now in its eighth year. But its real beginning goes back to 1907 when the first Litho Club was formed in New York, just when offset lithography was beginning to make news as a recognized method of printing.

In the beginning this club was known as the Foremen's Club, and the membership was restricted to heads of departments who were actually engaged in the production of lithography.

As the club grew and the process became more and more recognized in the graphic arts field, the name was changed to Litho Club of New York and its membership was enlarged to include certain associate members who did not actually work

in the craft, but were connected with sources of supply for the components of lithography, such as paper, inks, presses and machinery. The number of associate members was limited by a percentage ratio to the total membership. Another limitation was that there could be only one associate from any one supply firm.

Other clubs of a similar nature were formed in other cities, but were not designated as Litho Clubs until many years later, and only at the instigation of the pioneers in the Litho Club movement who brought about the National Association of Litho Clubs. I say they were pioneers because the idea originated with them in the vision they had in knowing that a coordination formed nationally could do more for the local clubs than they could do for themselves. Of course a local club can function for a while, but they need help on ideas. In order to keep some kind of active interest among members they sometimes became more social than educational.

The original idea of a national organization was hatched by men such as Al Rossotti, Anthony Capello, Bill Stevens, Walton Sullivan, Bill Carey and others. It developed rapidly once it got started. It was not very easy. At the start there were lots of disappointments, and some objections from some club members who were perfectly satisfied to sit back and let

the other fellow do the work. They were to be the chronic dissenters.

The second Litho Club to be formed was in 1936 in Philadelphia, and 16 members of the first Litho Club traveled to Philadelphia and formed this club. They were rewarded by being made honorary charter members of the Philadelphia Litho Club. Your correspondent is one of those charter members.

In 1945 after many meetings at conventions of other organizations, the pioneers often would get off in a hotel room and plan what they could do to get this movement started. It was finally achieved, and the first official convention, known at that time as an annual meeting was held in Cincinnati. The first president of the National Association of Litho Clubs was Al Rossotti. From then on it was only a matter of ironing out the details of organization.

There were succeeding conventions, and new presidents, and the following is the order in which they served.

1946-1947 Alfred Rossotti—From New York.

1947-1948 Al Tucker, Washington, D. C.

1948-1949 William Stevens, Philadelphia.

1949-1950 James Spevacek, Chicago.

1950-1951 Edward Harnish, Boston.

1951-1952 Anthony Capello, Philadelphia.

1952-1953 John F. Maguire— From New York.

Conventions were held in Cincinnati, Cleveland, Boston, Washington, Chicago, Philadelphia, and this year will be in Detroit. There were meetings in various other cities held by the pioneers before the formation of

Advance story and program of the NALC Detroit convention program appear on page 97.

the national organization, and it is the opinion of the writer that they have done a good job in their efforts to make this organization the group that it is. It is recognized by all segments of the industry as a growing body that is giving to the man in the plant something that he could never have hoped to receive if this Litho Club movement had not seen the need for the dissemination of technical information to the practical user, rather than to the administrative part of an organization where too often it was lost in the files, and in many instances never reached the plant.

A feature of this national association is that it is not an autonomous group and has no jurisdiction over the local clubs. They are at liberty to run their affairs as they see fit. The NALC's interest is that of co-ordinating body, with only the request that local clubs comply with NALC by-laws. The constitution of the NALC sums up what its purpose is: "Its purpose is for the General Welfare and Education of the Clubs and their members." This covers practically everything the national association was formed for—a strictly non-profit group.

Many new ideas are being advanced daily in this unique and complicated industry, and the purpose of the national association is to get information about these new techniques and ideas to the members as soon as possible. We have arranged for the sources to supply us with the data and we in turn send it to the membership.

The Lithographic Technical Foundation has been a great source of information for the solving of many problems that have arisen in this in-

dustry, and it also is continually doing research work for the benefit of the craft. LTF has at all times co-operated with the National Association of Litho Clubs, and in all ways has been of assistance. LTF Research Bulletins are sent to our membership without any cost to the association, and we in turn get these bulletins into the hands of the men in the plant working at the business of producing better offset lithography.

We have other contributing sources that are furnishing us with the results of their research work. They are the Fuchs & Lang Mfg. Co., Harris-Seybold Co., Eastman Kodak Co., The Miehle Printing Press & Mfg. Co., and S. D. Warren Co. There also are a few others that will have literature of a technical nature available very soon.

It is our intention to have such an organization in the future that will be able to call upon any of its members to discuss problems that may arise in the industry. The panels or symposia had their births in the Litho Club movement. We are a serious group, but nevertheless we do get in some fun throughout the year, easing the monotony of the over-worked department executive. You may be sure he really enjoys himself when he can relax, for I know of no other business where there is so much tension throughout the year. Each order or job is a new problem.

When the name Litho Club is mentioned it should be remembered that it symbolizes all that is good in the industry, and that its purposes are educational, fraternal and charitable. ★★



THE Lithographers National Assn. will hold its 43rd annual convention June 16-18th at the Edgewater Beach Hotel in Chicago. W. Floyd Maxwell, executive director, states that plans are nearing completion for a wholly different type of meeting than those of the recent past. The Convention theme, "Management's Responsibility Under the Free Enterprise System," will be developed during the three days of meetings by an outstanding group of nationally-known speakers, he said.

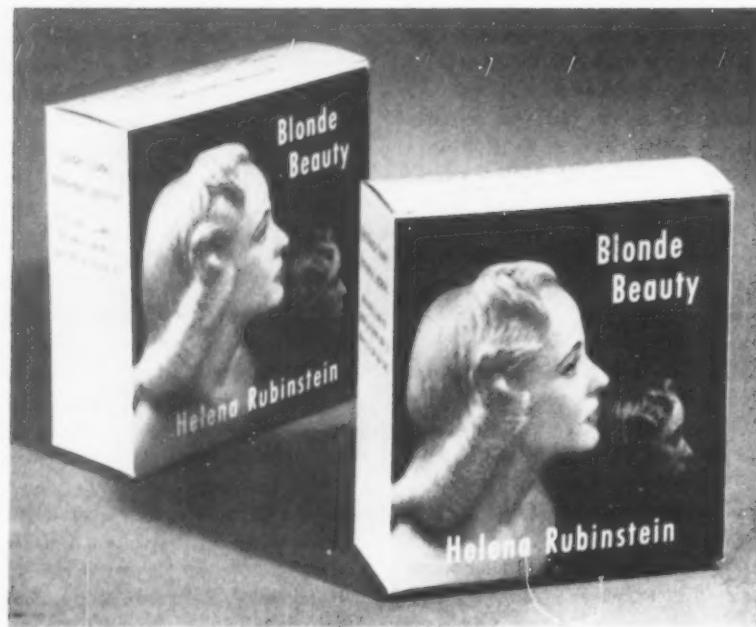
On Tuesday morning, June 16th, LNA president, W. H. Walters who is president of U. S. Printing & Lithograph Co., will open the convention with his address of welcome. He will be followed by a noted "Keynote" speaker on the general convention theme, and the remainder of that session will be devoted to "Management's Responsibility to Government," presented by an "outstanding business man who has accepted a call to public service."

There will be no general conven-

tion session Tuesday afternoon, but the Bank Stationers' Section of LNA will hold its group luncheon followed by an afternoon discussion of production shortcuts as developed by leading bank stationers. This meeting, of course, is open to all bank stationers, and non-members of this group are cordially invited to join in these discussions.

At the meeting Wednesday morning there will be two speakers. The first, as a "change-in-place," will address himself to the continuing threat which faces the free enterprise system. He will emphasize the obligation resting on lithographers, as business and industrial leaders in their own communities, to join with others in its defense. The second name speaker, a specialist in the field of marketing and sales promotion, will deal with "Management's Responsibility in Public Relations." The title of his address is "Challenge to Complacency."

All of Wednesday afternoon will
(Continued on Page 90)



For the third straight year, Lord Baltimore Press, Baltimore, won first place in the multi-color printing classification, with its offset "Fidel-tone" fine screen process. This year's winner (left), was produced in six colors and varnish.

Offset Scores in Folding Box Awards

OFFSET companies producing folding paper cartons were numerously represented among the 102 concerns which entered 4,516 cartons for judging in the annual carton competition sponsored by the Folding Paper Box Association. Attesting to the growing attention devoted by manufacturers to improvement of carton design, construction and printing, was the fact that these 4,516 entries represented an increase of 63 percent over last year's entries.

William H. Walters, president of U. S. Printing and Lithographing Co., succeeded William Race of Sutherland Paper Co., as president of the association for the coming year.

Among winners announced at the association's annual meeting in Chicago, March 23 to 25, Lord Baltimore Press, Baltimore, repeated its consistent winning record of the past several years by taking one first place award, one second place and five honorable mentions in different classes.

First place award for "Best Multi-Color Printing," was given a "Blonde

Beauty" carton, produced for Helena Rubenstein, while the second place award was won on a Vanilla Wafer carton for the Kroger Co.

About Lord Baltimore's "Blonde Beauty" winner, judges commented: "Soft and smooth reproduction of girl's hair. Has visual appeal. Carton very well done, from design and technical standpoints." About the Kroger wafer box, given the second place award in the Bakery Goods class, the judges said: "Appetite appeal at its best. An outstanding self-service carton. Striking colors. Good brand identification and reproduction of cookie. 'Vanilla Wafer' carried on all six sides of package."

Two of the 14 "Honorable Mention" awards for "Best Multi-Color Printing" were given Lord Baltimore Press for its "Old Fitzgerald Diamond Decanter Whiskey" carton and the Duncan Hines cake mix family for Nebraska Consolidated Mills Co. In the "Cosmetics and Personal Accessories" category Lord Baltimore added two more Honorable Mentions, one being for the "Fire and Ice" nail

enamel package for Revlon Products Co., the other for the "U. S. Male" carton for Avon Products Co. Fifth Honorable Mention given this printer was accorded the "Southern Comfort Special Sampler" produced for Southern Comfort Corp. in the beverage class.

Schmidt Lithograph Co., San Francisco, won an Honorable Mention for a carrier made for Regal Amber Brewing Co.'s Regal Pale Beer package.

In the tobacco class, U. S. Printing & Lithographing Co., won a second place award with a letterpress "Junior Phillies" carton, and also took an Honorable Mention for the Lucky Strike Xmas carton produced by offset for American Tobacco Co.

Other offset jobs were presumably included among the winners but, since association rules forbade recognition of the printing process used on the prize packages, these were not identified.

Addressing a convention session devoted to production problems, Gordon Dalsemer, general superintendent

of the Lord Baltimore Press for the past 23 years, reported on a "waste survey" in members' plants, made by a committee of which he was chairman.

One source of spoilage was found in plants which run a 1-color job on a 2-color press, he said. Use of gloss inks and the gluing operation also caused spoilage, while another finding was that the higher the quality of board used, the greater was the spoilage.

Some 928 million cartons were covered in the survey and the overall spoilage was three-fourths of 1 percent, for all operations of all large companies and companies using high quality board. Last year's survey, the second made, gave no indication, Mr. Dalsemer said, that association members have made progress in reducing spoilage.

Edward C. Berg, chief engineer since 1929 for Ace Carton Co., Chicago combination plant, discussed "Trends In Adhesives." Each of the innumerable types and varieties now available was examined and appraised for its specific use under given conditions. "If you are looking for a universal adhesive," Mr. Berg concluded, "you might as well go to the movies. It would be best, however, to call in an expert."

The place of silk screen printing in the carton industry was discussed by Ralph K. Karsten, president of Screen Flock Industries, Chicago. Martin Galbraith, technical director, Sutherland Paper Co., Kalamazoo, Mich., described various instruments available for evaluating quality of paperboard, ink and other materials used for carton production. Palletizing of shipments was the subject of a talk by R. E. Frase, sales manager, Addison-Semmes Corp., and Darrell M. Martin, chief chemist, Cornell Paperboard Products Co., described his company's use of compressed air for removing interior cuttings and scrap trim from blanks passing through the press. Other convention sessions were devoted to labor problems, a sales seminar, industry economics, and the matter of employee accident prevention. ★★

25,000 Visitors Expected at Packaging Show April 20-23

SOME 25,000 visitors are expected at the American Management Association's 22nd National Packaging Exposition in Chicago, April 20-23. A.M.A. officials indicated. The four-day show, together with its companion event, A.M.A.'s National Packaging Conference, will be the principal features of Packaging Week.

The Exposition will require both wings of Chicago's Navy Pier to house about 350 exhibitors of machinery, equipment, materials and services. More than 1,500 packaging executives and technicians are expected to attend the conference sessions, April 20-22, which also will be held on Navy Pier.

Two months before the exposition opening, 320 exhibitors had reserved more than 120,000 square feet of exhibit space. At this stage, the 1953 show was almost 20 per cent ahead of the previous year's display at which 326 exhibitors took 103,000 square feet of space at Atlantic City's Convention Hall. Close to 22,000 visitors attended the 1952 show—the largest crowd in the 22-year history of the event.

The exposition will open at 10 a.m., Monday, April 20, and close at 3 p.m. Thursday, April 23. This year the time schedule will be extended an additional six hours. To accomplish this, opening times will be advanced two hours on each of three days. The schedule follows:

Monday, April 20—

10 a.m. to 6 p.m.

Tuesday, April 21—

10 a.m. to 10 p.m.

Wednesday, April 22—

10 a.m. to 6 p.m.

Thursday, April 23—

10 a.m. to 3 p.m.

As in previous years, there will be no admission charge to the show. Although tickets will be available at Navy Pier during the exposition, A.M.A. advises that they be secured in advance from exhibitors or by writing directly to A.M.A., 330 West 42nd Street, New York 36, in order to avoid waiting in line for registration at the Exposition Hall.

A.M.A.'s National Packaging Conference, to run concurrently with the Exposition, will be devoted to consideration of a broad range of topics relating to packaging management and technique. It will highlight the many major changes that are taking place in the packaging field, including faster and simpler machinery; new applications of materials, improved production methods, etc.

The conference will present current information on these topics: new horizons for packaging; organizing and coordinating the packaging activity; testing consumer acceptance of new label design; packaging problems in redesigning a product line; new concepts for printing production; characteristics and applications of new plastic films; packaging of fragile products; packaging of odd-shaped parts; reduction of product damage in shipping; measuring material handling truck performance; packaging considerations in converting to self-service. A registration fee is charged for these sessions.



LITHO PRODUCTION

Clinic

by **Theodore F. Makarius**

Maintaining Uniform Color

QUESTION—All too often I am confronted with this query: "Should the job be printed by letterpress or offset?" Invariably the customer doubts if he will get the same uniformity of color throughout an offset run as compared with letterpress. What are the reasons for this skepticism concerning offset?

There is no reason why one should not expect an offset press to produce excellent work. Maintaining uniformity depends greatly on the skill of the lithographer and his regard for quality. However, unevenness in offset work is not always the fault of the pressman. It can be the fault of an overretched positive—one on which the dots have become gray, making the timing in exposure so critical that multiple exposures on a plate will vary slightly.

Even a slight unevenness will cause the pressman no end of trouble when trying to set the inking fountain to compensate for it, and the final result will show variation through the run. This condition is more pronounced in color work since any variation in each color will be magnified as succeeding colors are added. For example, when yellow and blue are used to make green, the slightest variation in one or the other screens will alter the shade. When the pressman tries to remedy this condition he may upset the ink fountain setting, causing more variation.

Frequently, variations in color are caused by misjudging the tone values

in halftones. When an effort is made to match the halftone areas on a sheet, the solid areas on the same sheet will suffer. On very large sheets the difference in color from one end of the sheet to the other is difficult to detect unless there is good lighting in the pressroom and the pressman frequently turns the sheets on the examination table in order to match them end to end.

While running solids in lighter shades such as light blues, pink or green and brown, the strength of the ink mixture will influence uniformity. When an ink is too strong in color, the film required to match the correct shade may be too thin to run uniformly. The film thickness of ink on the rollers should be such that the slightest increase or decrease in ink or water delivered to the plate will not change the shade of color. The ink fountain setting also becomes very critical when the color is run too spare.

The condition of the paper has a bearing on the uniformity of color when running halftones. Paper that curls on the ends may bulge when under pressure and the area thus affected will change from sheet to sheet. Bulging areas touch the blanket prematurely, causing the halftones to print full and appear heavy in color.

Also, dirty dampers can cause the

color to vary on individual sheets, making fountain setting difficult. Dampers that have been used on a long run, with image areas and non-image areas running in a straight line around the cylinder, will become streaked with ink where the images appeared and will remain clean where there was no image. The color on the following job will not be constant because the dampers will deliver a varying quantity of moisture to the plate in the clean and dirty parts of the dampers. The pressman will try to overcome this difference by opening the ink fountain in the light areas, thus supplying extra ink, when actually it is an excess of water in the particular areas that is causing the job to print light.

An embossed blanket also can be responsible for uneven printing. A blanket that has become swollen or embossed will print heavy in those specific areas where the irregularity occurs. While it may not be as pronounced in solids as in halftones, it nevertheless prevents uniform printing. Although scrubbing the blanket with pumice may help to reduce the swollen portions, it is better to have an extra blanket ready to use, so that the swollen one can be laid aside for several days to dry out after it has been scrubbed. The practice of interchanging blankets between jobs really

(Continued on Page 123)

Stepping Transparencies

By *Otis W. Muckenfuss*

U. S. Printing & Lithograph Co., St. Charles, Ill.

A SIMPLE, economical method for stepping film positives or negatives in single and multi-color register work, makes use of transparent acetate or vinyl sheets hinged over the plate with masking tape. This method, although not limited to small sized plates, is especially adaptable to the platemaker who doesn't have a step and repeat machine at his disposal and is compelled by necessity to step all his plates on the vacuum frame. This method requires only a plate size transparency sheet, a roll of wide 2" masking tape, and a bottle of medium blue ink, the color of which is unaffected by the actinic light of the arc-lamps. The procedure is as follows.

The key is drawn out on the transparency, in the same manner the plate-maker is accustomed to drawing out his flats on masking paper, except that three gripper marks must be inscribed and punched out. The transparency sheet is then trimmed at the top one inch shorter than the plate. Three marks are then drawn on the plate to register with the transparency gripper marks. These are the only marks that will be required on each plate regardless of the number of steps or the number of color plates on the job.

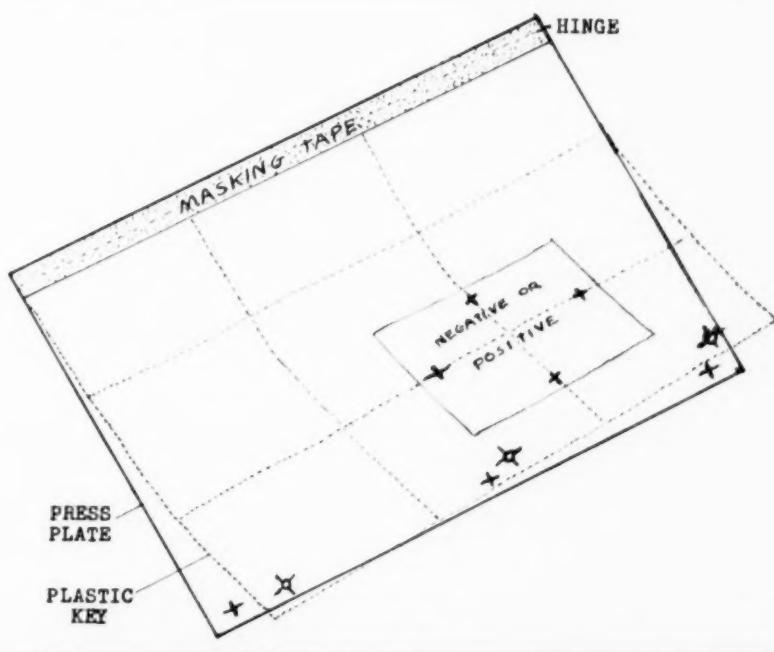
Next, register the transparency marks with the plate marks (after the plate has been coated) and tape the plate down. Smooth out the transparency and tape it at the back edge across the entire length of the plate with the two inch tape. The transparency then can be folded back, like turning back a page in

this magazine, making a fold at the transparency top, giving it a "piano hinge" effect. The transparency-plate assembly is now ready for mounting the first film in position for the first exposure. The film is best positioned on a light table if one is conveniently close to the vacuum frame. Any amount and any color of light may be used to position the film on the transparency, as long as the transparency is folded back and the plate itself protected from light with a sheet of masking paper. After the film is taped in position on the transparency it is folded back in the shooting position (and the gripper marks checked against any possible side play) and then taped at the gripper.

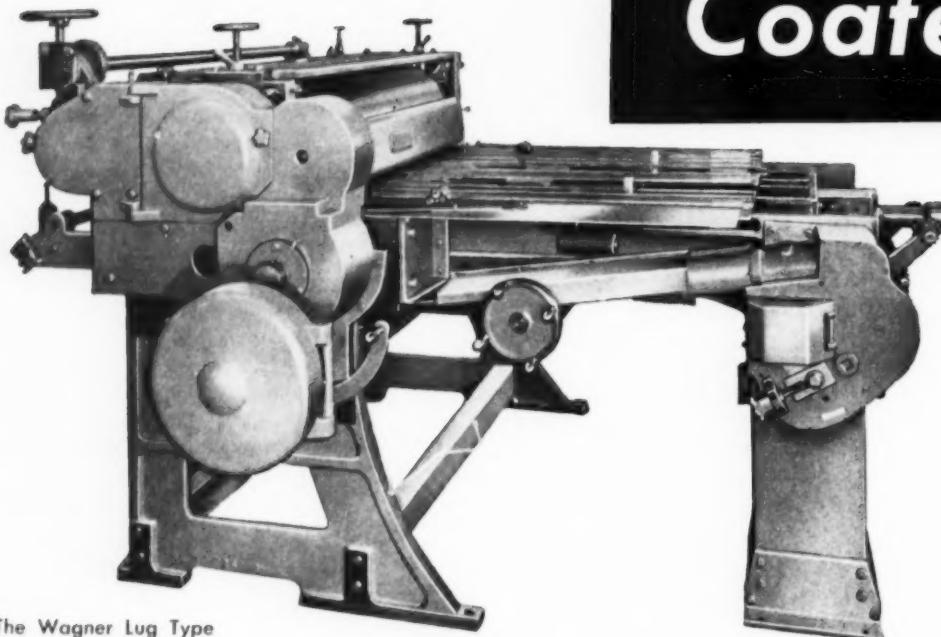
The transparency-plate assembly is now ready for masking out the balance of the plate and placing in the vacuum frame for the first exposure. The succeeding exposures are made in the same manner as the first.

The platemaker will find many advantages to this method, among them the speed and confidence in stepping, no objectionable marks in the work areas, and the absence of finger and tape marks (which have caused much exasperation in the past especially in hot, humid weather on albumin plates). There is no prolonged exposure of the plate to light while the platemaker is attempting to register film steps on the plate.

(Continued on Page 119)



New Wagner Coater



The Wagner Lug Type
Spot Coater Model K

With this machine you will obtain closer accuracy and increased production with larger sheets.

The lug chains from the Dexter Feeder preposition the sheets for the registration fingers, and this is important for precise spot work at speeds up to 5100 sheets per hour. The Model K, with a 12" diameter composition roller, spots sheets up to 35".

A smaller Lug Type Spot Coater (Model C-1) with 10" diameter composition roller is also available.

Send for complete description and specifications without obligation.

The Wagner line includes: ROTARY-AIR OVENS, D. E. F. OVENS, AUTOMATIC STRIPPERS, SPOT COATERS, VARNISHING MACHINES, AUTOMATIC FEEDERS, ROLLER REVOLVING MACHINES, LABORATORY COATERS, SYNCHRONIZING DRIVES, AND OTHER SPECIALIZED EQUIPMENT.

WAGNER LITHO MACHINERY

Metal Decorating Machinery

Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.



Division

Metal Decorating

How American Can Controls Colors

THE problem of accurately maintaining customer color standards throughout American Can Company's 34 lithographing units across the country has been met by the color control system developed by the company. Said to be the world's largest producer of metal cans, many of which are lithographed, the company stocks inks in some 400 shades, and carefully controls color on the finished sheets.

Design and color of lithographed cans have been established as brand-identifiers over many years of market distribution. When new label designs are created, Canco's enameling and decorating facilities are available to help the customer in designing and preparing original art for reproduction on metal. Naturally the color in the design must become firmly established in the mind of the color-conscious public, and it must be the same in all parts of the country.

Early attempts at control of label colors in factory lithographing operations were made by storing standard panels which were used for comparison with current production. Unfortunately, the panels faded during storage and thus were not a reliable guide. For a number of years the can company's technicians at May-

wood, Illinois, searched for an objective method which would permanently record the color.

A recent laboratory study at Maywood with two new instruments indicates that they may meet the

requirements. The project has graduated from the rank of an experimental program to one of practical and workable factory operation. New colors on lithographed cans are checked instrumentally at the factory, assuring conformance to customer standards.

Original research work on color control was done with a complex optical instrument known as the recording spectrophotometer. This instrument records the relative reflectance of each color in a lithographed label at all wave lengths of light. It automatically produces a "reflectance curve" by which color or colors in the label may be permanently recorded and compared to other curves obtained on a similar label in the future.

However, because of its complicated mechanism, size and high cost, the recording spectrophotometer was not suitable for routine factory operation. Instead smaller units called "reflectometers" were decided upon and are now used at several Canco factory locations for litho color control work.

Briefly, the method of operation is this. An acceptable range of variation in color lithography is agreed upon by the company's manufac-



Lithography plants of American Can Company in the U. S. and Canada are equipped with reflectometers, similar to that held here by Paul W. Hardy, chemist at Canco's research laboratory in Maywood, Ill. The machine measures color and assists in the matching of colors used in tinplate lithographing. A spectrophotometer in the laboratory makes permanent records of customer colors. All factory units are calibrated with this master color analyzer.

A craftsman examines a sheet coming out of one of a line of ovens in an unidentified American Can Co. plant. The company operates 34 lithographing plants.



ing and sales departments, and the customer, by visual inspection of a number of lithographed labels prepared at different factories or at different times in the same factory. These labels are sent to the company's Maywood research department for readings on the laboratory reflectometer and on the spectrophotometer. The spectrophotometer curves are permanently recorded as standards for the correct lithography to be supplied the packer.

Maximum and minimum reflectometer readings are established from the laboratory tests and a set of acceptable tolerances recorded. In this way production runs of a particular label at any of the company's 34 units can be checked on the factory reflectometer using the laboratory tolerance readings as a guide. Samples are submitted by the factory to the laboratory periodically to make sure that the plant's instruments are properly calibrated and maintained.

An important advantage of the litho color control program is that permanent records of approved colors are made. This objective meas-

urement of colors both eliminates the human element and facilitates quality control of production, assuring lithography in the exact colors originally specified or accepted by the can manufacturer's customer. ★★

Rheem Shows New Liner

Rheem Mfg. Co. has announced development of a 55-gallon steel drum with a laminated plastic lining for the special requirements of packers of frozen foods. First national showing of the container was made during the March meetings of the frozen food industries in Chicago. Seeking an inert liner which could be bonded to the inner surface of the drum, Rheem research men found the answer in Saran, a transparent plastic film, produced by Dow Chemical Co., which resists the chemical action of foods.

In the "Rheemline" process, as it is called, the steel sheet first is cleaned, then roller coated with a protective lining of Epon. Over this goes a bonding coat and finally the Saran film is applied. This is free of wrinkles and tough enough to withstand

wear and tear of hand scoops or similar implements. Use of a steel barrel, the company points out, solves the problem of leakage often found in wooden cooperage, while still another advantage claimed is that contents of the container are more quickly frozen or thawed, since steel transmits outside temperatures more readily than wood. A closing ring and a sanitary gasket assure positive sealing or unsealing without contamination. The company says, too, that steel drums have a higher resale value than cooperage.

Natl. Can to Chicago

National Can Corp. has transferred its general headquarters from New York to Chicago, where offices have been established in the plant of the former Cans, Inc., at 3217 W. 47th Place, which National acquired by purchase last year. Some twelve executives were transferred, including R. S. Solinsky, president, M. M. Rutten, secretary, and Andrew Toft, vice president in charge of manufacturing and engineering. C. L. Thompson, chairman of the board, will, however, remain in New York.

Caspers Buys Zahn

Caspers Tin Plate Co. of Chicago, largest independent metal lithographing company in the United States, has purchased the Zahn Steel and Lithographing Co. in Santa Clara County, Calif., it was announced March 18 in San Francisco by B. W. Bennett, president of the Chicago company.

Zahn Steel and Lithographing Co., founded in 1943, will continue operations as a wholly-owned subsidiary of Caspers Tin Plate Co. Fred C. Zahn, founder of the company, will remain with the firm as vice president in charge of West Coast operations. Other personnel will remain unchanged.

Zahn occupies a new building, equipped with modern lithographing machinery. In addition to its metal-decorating business, the company will also conduct a warehousing business distributing sheet steel and mill products.

Caspers operates three plants in the Chicago area and is engaged primarily in the metal decorating and steel warehousing business. President Bennett stated that for some time the company has been contemplating expansion of its operations to the Pacific Coast area. "Acquisition of the Zahn plant and business will enable us to participate more aggressively in Pacific Coast markets," he said.

More Frozen Food Cans

Lithographed metal cans are being used increasingly for packing frozen fruits and vegetables, it was noted at the conventions of four trade groups in the frozen food processing industry, held last month in Chicago. Approximately half the frozen strawberries now being marketed are sold in metal containers, it was learned, and some frozen peaches, cherries and various vegetables also are appearing in metal decorated tin cans. This trend is said to be an outgrowth of the experience gained by packers of frozen fruit juice concentrates, whose popularity among consumers is a recent notable market development. In addition to

certain processing advantages in use of cans it was claimed that the labels lithographed directly on cans of orange and other juices possess a powerful sales appeal. Inks used for the metal decorating do not smear up the can's exterior when cans are defrosted and this fact, many frozen food packers feel, definitely enhances the "eye appeal" considered as a powerful factor in promoting sale of frozen foods.

Issues Company Brochure

National Standard Co., Niles, Mich., parent company of Wagner Litho Machinery Div., Jersey City, N. J., recently issued a brochure "Ingredients of Industry and Progress." The four principal "ingredients" of the company are listed as "experience, background, knowledge and intent." Facts about the various divisions and subsidiaries are given. The Wagner division, which is now nearly 60 years old, manufactures conveyor type ovens, roller coating machines and auxiliary units of various types, the brochure explains. Various products of the division are illustrated.

New Continental Film

The development of packaging from early American days to the present is depicted by Continental Can Co. in a 15-minute color film entitled, "The Story of Packaging," it was announced in March.

From the opening sequence showing the Mayflower landing at Plymouth Rock, the film, in colorful animation, carries the audience through three centuries of industrial progress. The role played by all types of packaging in the growth of our mass distribution system is portrayed from the original cracker barrel to the streamlined, colorful and sanitary packaging of today.

The film presently is being shown in Continental Can Company plant cities before employees, and local civic, service, and school groups. A program currently is being worked out for wider distribution following the plant-city distribution.

Cites Huge Tin Savings

Approximately 257,000 tons of tin — valued at \$495,000,000 — have been saved since 1941 through the coordination of industry and government research in tinplate conservation programs in the production of cans, it was stated last month by Dr. Berton S. Clark, scientific director of American Can Co.

Dr. Clark told a meeting of the New York section of the Institute of Food Technologists, of which he is president-elect, that the average tin coating per base box has been reduced from 1.31 pounds to an estimated .593 pounds last year. "In 1941," he said, "46,900 tons of tin were used in the production of tin mill products in the United States for containers, but by 1952 this figure had come down to 27,772 tons, even though about 18 billion more cans were produced by the entire industry.

"This saving to manufacturers, processors and consumers was made possible," Dr. Clark said, "through the joint efforts of the steel industry and can manufacturers. Under the tin conservation program beginning in 1941, the steel companies acted quickly in converting from hot-dipped tinplate to electrolytic plate and black plate. At the same time the can manufacturers of this country made these new materials acceptable by developing fabricating processes for converting this type of plate into containers which would give substantially the same service life provided by cans made from hot-dipped tinplate."

Canco Has Record Sales

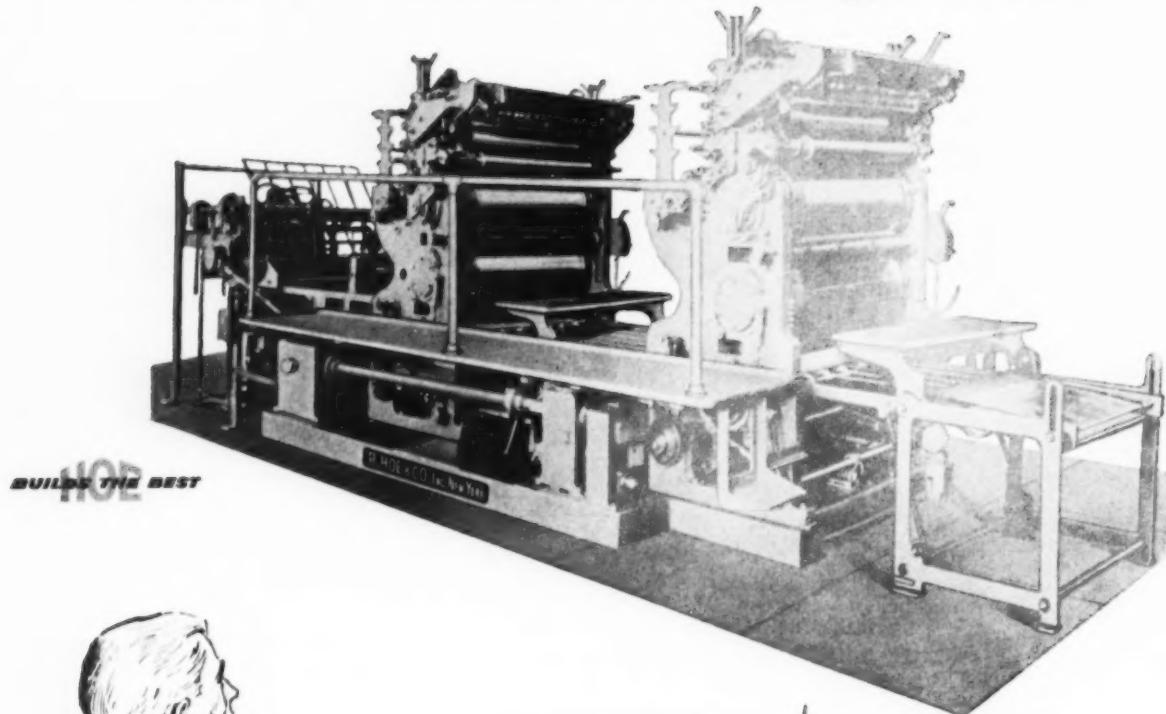
Volume of business of the American Can Co. reached \$621,697,691 in 1952, a new record high, and an increase of 9 percent over \$570,068,813 for the previous year.

Net income was \$27,330,494 or \$2.25 a common share, compared with \$30,136,771 or \$2.50 a share on the 10,885,591 common shares now outstanding.

Taxes of all kinds totaled \$36,257,924 and were equivalent to \$3.33 a common share, against \$45,828,351 or \$4.21 a share in 1951.

The company predicted another

With the **New Straight-line-feed** **Hoe Metal Decorating Press**



additional color units can readily be attached

Perhaps a single color unit will meet your present requirements for metal decorating. Yet you may be looking forward to the time when you will need a press with more units.

With a HOE METAL DECORATING PRESS you do not need to invest in more than one unit now. When you require additional units they can readily be installed, with a minimum of part changes, thanks to the new straight-line feed design.

With this new design the automatically fed metal sheet is carried to the impression cylinder grippers on a *horizontal plane*, whatever the number of units.

This leveling of the feed permits the most exact control of the sheet throughout its travel, assuring precision registration at higher operating speeds than ever previously was possible.

In multi-unit presses the platform is on one level, greatly facilitating the operator's work.

Write for full information on the wide range of press sizes that can be furnished in single or multi-unit presses.

R. HOE & CO., INC.

910 East 138th Street, New York 54, N.Y.
BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO
BIRMINGHAM • PORTLAND, ORE.

record year in 1953 "if current indications as to steel supplies are realized, and barring unforeseen controls."

Honored for Payroll Plan

Continental Can Co.'s North avenue plant in Chicago has been honored by a citation from the U. S. Treasury Dept. giving recognition to the fact that more than 55 percent of its employees are pledged to buy treasury savings bonds through payroll deductions.

Used Equipment Under Tax

A California lithographer, printer or publisher who sells three or more pieces of second-hand printing equipment "is in the printing equipment business" in the eyes of the California State Board of Equalization and must pay a sales tax which he must collect from the buyers. This is in accordance with a recent ruling against the Santa Monica *Evening Outlook*.

The *Outlook* sold, between April 1, 1949, and March 31, 1952, some \$18,932.25 worth of used equipment, which makes it "a qualified retailer of used printing equipment," according to Harry Say, chief of the board's tax division. The rule is, Say said, that the execution of three or more casual sales by anyone fulfills the requirements for collecting sales tax, which in California is 3%.

The California Newspaper Publishers Assn. is opposing the ruling.

Excello Co. Purchases C & M

Excello Offset Plate Service, Inc., a trade plant, is now in operation at 108 Park Row, N. Y. Ralph Cazes, formerly a partner in C & M Offset Plate Service, bought out his partner, Eric Marr, and is president of the company. Seymour Winder, who has been in the platemaking field in the New York area for eight years, has joined the new company as secretary and treasurer. New personnel also has been added.

A new stripping table has been installed, and the company now specializes in black and white and color work for Rotoprint plates and regular plates up to 22 x 34".

Heads Lanston Sales



Carl Sorensen (above), previously in charge of sales engineering, has been appointed sales manager of the Lanston Monotype Machine Co., Philadelphia, it was announced March 31 by Robert F. Nelson, president. Except for the period 1940-46, when he served as chief warrant officer in the U. S. Marine Corps, Mr. Sorensen has been with Lanston since 1936, when he was employed as an apprentice. He subsequently served in all departments of the company.

After World War II, Mr. Sorensen returned to Lanston as a member of its engineering staff. He went to Europe during 1951 to study the procedures and manufacturing methods employed by The Monotype Corp. of England, as well as those of foundries and printing equipment plants on the Continent. He was named head of sales engineering for Lanston in February 1952. A graduate of Temple University, Mr. Sorensen also attended Spring Garden Institute and Drexel Institute of Technology.

Klein Publishes Fifth Book

Another in the series of books printed by offset by Young and Klein, Inc., Cincinnati, for its subsidiary, the Picture Marine Publishing Co., is "Life in Cincinnati," published in March.

The 200-page book in a first edition of 3,000 copies, is 8½ x 11" in size, printed on Beckett 60-lb. offset grey and India stock, with double thick leatherette covers.

Included in the text are reproductions of first pages of the first or early issues of the numerous Cincinnati newspapers since 1793, together with reproductions of the first pages of Cincinnati newspapers issued on the day each president was inaugurated. Interesting running comment, together with photographs of many famous editors and past and present local scenes are interspersed throughout the book.

Benjamin F. Klein, president of both firms, was editor of the book, which is the fifth in a series dealing with the history of the Ohio and Mississippi rivers and the cities along them. The sixth volume, to be published this spring, is a history of steamboat racing on the two rivers, titled "She Takes the Horns." It was written by Frederick Way, a river pilot and inland waterways historian.

Changes at Rust Craft

Wrighton Christopher, vice president, and general manager, Rust Craft Publishers, Boston, announced the following executive appointments, effective April 1:

Jonathan A. Wolcott, to devote his entire time to the post of sales promotion manager; Jule Stuck will head both the preparation and servicing departments of Rust Craft stock control. He will be assisted by Arthur Bennett, in charge of servicing, and Ralph Stanley in charge of preparation.

Rust Craft Publishers is a division of United Printers and Publishers, Inc.

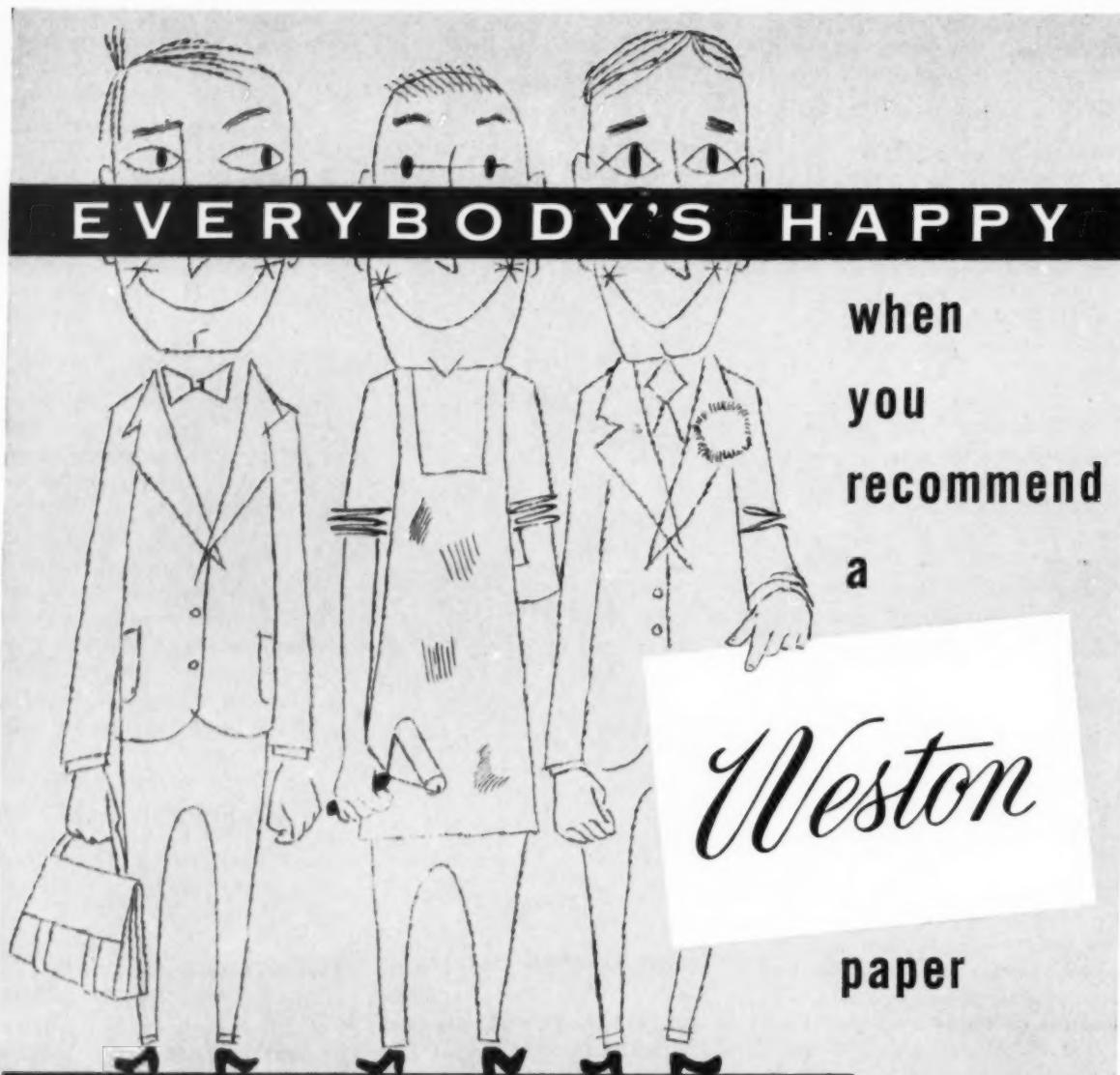
Fred Winslow Rust, Jr., is director of public relations, a newly created department.

Reveille Buys Shoap Litho

Reveille Press, Inc., Washington, D. C., has purchased Shoap Lithographic Service, that city, and has established a new plant at 221 H St., N.E. J. Macson Cunningham, Jr., president of Reveille, announced last month. Wayne N. Shoap has been appointed sales manager. Equipment and services formerly operated by the two companies at other locations have been combined in the new operation.

Heads Wetzel Creative Dept.

Kenneth W. Gredler has joined the creative staff of Wetzel Brothers, Milwaukee, as supervisor of creative planning. He was formerly assistant copy chief and account executive of Andrews Agency, Milwaukee. Mr. Gredler will coordinate copy for Wetzel's Chicago, Detroit, and New York offices, according to Arthur A. Wetzel, president.



YOUR SALESMEN

because the Weston name guarantees an extra margin of value that swings more business their way.

YOUR PRESSMEN

because every Weston paper is easier to print, easier to handle — all the way through the shop.

YOUR CUSTOMERS

because Weston papers are noticeably better yet cost no more.



BOND PAPERS

Extra No. 1,
100% New Rag
OLD HAMPSHIRE BOND

100% Rag Content
DEFIANCE BOND

75% Rag Content
HOLMESDALE BOND

50% Rag Content
WINCHESTER BOND
LENOX BOND

25% Rag Content
WESTON BOND
WESTON OPAQUE BOND

MERIT BOND MERIT OPAQUE RESEARCH BOND

LEDGERS
Extra No. 1,
100% New White
Cotton and Linen Rags
BYRON WESTON CO.
LINEN RECORD

100% Rag Content
DEFIANCE LEDGER

75% Rag Content
WAVERLY LEDGER
CENTENNIAL LEDGER

30% Rag Content
WINCHESTER LEDGER
LENOX LEDGER

25% Rag Content
BLACKSTONE LEDGER
APPRAISAL LEDGER
COURT LINEN LEDGER

MACHINE
ACCOUNTING
50% Rag Content
WESTON'S
MACHINE
POSTING LEDGER

25% Rag Content
TYPACOUNT
POSTING LEDGER

INDEX BRISTOLS

100% Rag Content
DEFIANCE INDEX
VULCAN INDEX

50% Rag Content
WINCHESTER INDEX
LENOX INDEX
WENCHESTER INDEX

25% Rag Content
TYPACOUNT INDEX
MERIT INDEX

SPECIALTIES

100% Rag Content
WESTON'S
DIPLOMA PARCHMENT

50% Rag Content
WESTON'S
FINGERPRINT INDEX

Rag Content
WESTON'S
OPAQUE SCRIPT

25% Rag Content
BY WESCO
MANUSCRIPT COVER
SUPERIOR
MANUSCRIPT COVER

BYRON WESTON COMPANY • Dalton, Massachusetts

Makers of Papers for Business Records Since 1863

THROUGH THE Glass

ALL the mail delays can't be blamed on the Post Office, although this is one of the most popular indoor sports nowadays. It's surprising, but some of the mail sent to *Modern Lithography* is being delayed because many people haven't changed their records to show our present address. It is 175 Fifth Avenue, New York 10, N. Y. We left the old address at the end of 1951, and are nicely settled in new quarters after these 16 months, thank you. So you can save a couple of days delay by addressing your mail to where we are instead of where we ain't.

ml

We don't think of tax and accounting men as mystery thriller writers, but Jack Kromberg, New York graphic arts cost accounting specialist, has come up with one. It's "The Case of the Vanishing Profits," and is not so mysterious either, coming as it did just after March 15. It is a fictionalized drama which fills the current (April) issue of "Graphic," handsome external publication put out by Harris-Seybold Co. The dialogue in which it is presented makes the subject matter very clear on where the money goes under present tax structures. A good short course in taxes.

ml

The Chicago Bible Society is conducting a fund drive for the purchase of a copy of the Gutenberg Bible, first book printed in the western world with movable type. This rare treasure, one of the few perfect copies in existence and valued at \$200,000, has been viewed by thousands at the Chicago Art Institute where it has been temporarily exhibited. If they can raise \$500,000, the Bible Society plans to erect a shrine in which to preserve the volume permanently in that city. They feel that it will be a most appropriate symbol of Chicago's position as one of the nation's principal printing centers.

ml

A pocket-size booklet, labeled (or was it libeled?) "Pannebaker's FREE Catalog" came in the mail the other day. We read through it hurriedly, as there wasn't any other way to go through it, since all inside pages are blank. On the back, copy says "Och, man, what d'ye want for nothin'?" Pannebaker is a Denver lithographer noted for his unusual advertising.

ml

Bertram Wolff, president of *H. Wolff Book Mfg. Co.*, headed the Red Cross campaign among graphic arts firms this year. Clarence L. Mortimer, Rogers, Kellogg, Stillson, Inc., was chairman of the Lithographers division, and Anthony J. Math, Sinclair & Valentine Co., led the ink division.

ml

Joe Leigh, Einson-Freeman Co., gave his rapid-fire talk on Ten Top Display Ideas of 1952-53 at the annual luncheon meeting of the Limited Price Variety Stores Assn. last month in New York's Statler Hotel.

ml

The human eye can see about a million different color variations, according to the Color Research Laboratory of Sun Chemical Corp. They can be reproduced and matched in the color laboratory, the announcement says.

ml

Paul G. Warren, president of Gunthorp-Warren Printing Co., Chicago combination firm, recently assumed some extra-curricular responsibilities when he was made commander of the Chicago Power Squadron, a unit of the United States Power Squadron, national organization devoted to teaching safety in handling pleasure craft. A picture of the ceremony of transferring authority from his predecessor to Mr. Warren appeared in the "Alumni News" of the Univ. of Illinois, where Mr. Warren graduated in 1921.

ml



Examining the bronze "Benny" award (above) given for excellence in self advertising by graphic arts firms, are Bill Clawson of Miller Printing Machinery Co., and Elaine Stewart, movie starlet, recently featured in a "Life" cover story. Bill has been on nation-wide tour with last year's winning campaigns, and the trail led inevitably to Hollywood. Information on this year's competition is available from Miller or from Printing Industry of America, Washington.

Lithography is going to be called on to help alleviate the critical shortage of signatures of Button Gwinnett, one of the signers of our Declaration of Independence. Recently, the press reported, Gwinnett's wed-ding signature was discovered in the 200-year old parish records of St. Peter's church at Wolverhampton, England. Since only 30 or 40 autographs of this colonial patriot are known to exist, British church authorities announced that the entire page of the register bearing this new-found prize could be made available to any autograph hunter willing and able to meet their idea of its value. But, before they let it go, they want to have a lithographed reproduction of the original page made for substitution in the ancient register. In case you're interested, the churchmen hope to get \$23,000.

ml

If all the metal sheets lithographed at American Can Company plants in a single year were laid end to end they would form a gigantic metal-ribbon rainbow capable of encircling the earth five times at the equator—a distance of more than 125,000 miles.

ml

Logan Square Typesetting Co., Chicago, claims that it has the only delivery trucks operated by any typesetting concern in that city that are equipped with radio-telephones. This year the company is observing its 25th year in business. ★★

Technical SECTION

Details Complete for TAGA Meeting April 27-29

SYMPOMA on photography, plate-making, press and ink are planned as the principal events of the fifth annual meeting of the Technical Assn. of the Graphic Arts, to be held at the Wardman Park Hotel, Washington, D. C., April 27-29. In addition, plant visits are planned, and a speaker is to address the group at the annual banquet.

The banquet and cocktail party are planned for Monday evening. The presentation of papers, and a business session will occupy the daytime programs of the first two days, while Wednesday, the third day is reserved for plant visits. Abstracts of papers are published this month in the Technical Section.

Tentative plans for visits include the Government Printing Office, Bureau of Engraving and Printing, Judd & Detweiler, Army Map Service, Lord Baltimore Press, and Crown Cork & Seal Co. The latter two are in Baltimore.

The Washington committee making arrangements for the meeting is composed of Robert E. Rossell, Morris S. Kantrowitz, Robert J. Lefebvre, Paul Schafer, John F. Davidson, B. L. Wehmhoff, Albert R. Materazzi, C. Thomas Mitchell, Robert H. Simmons, Larry Littman, and Bernard Taymans.

Richard F. Shaffer, New York, is chairman of the committee arranging papers. John McMaster, Rochester, N. Y., is president of TAGA.

Abstracts of TAGA Papers

Monday, April 27, Press

Symposium

Virgil Barta, Chairman

"An analysis of the Variables in Dry Offset Printing" **Richard E. Lewis, American Newspaper Publishers Assn. Laboratories.**

ANPA Research Laboratory is conducting an extensive research program on dry offset printing. Interest in the process lies in the possible application to this paper supplement printing. Facilities have been set up in the laboratory to carry the process through from original copy to the

final print, both from sheet fed to web presses. Each step in the process and all contributing factors involved are being carefully analyzed. Some of this work is being done co-operatively with interested suppliers and manufacturers who have had more experience and equipment relative to the specialized field. The components of offset are as follows: Copy, negative, plate, engraving, inking rollers, ink, blankets, paper, press and printed results. Results to date with 120 line screen on newsprint, are comparable and in some ways, superior to gravure.

"Ferro Magnetography - High Speed Printing With Shaped Magnetic Field" **J. P. Hanna, General Electric Engineering Laboratory, Schenectady, N. Y.**

1. General Electric development of Ferro Magnetography. A new and basic principle in printing.
2. Fundamentals and basic principles of Ferro Magnetography.
3. Where General Electric stands at the present time with respect to Ferro Magnetography.
4. Possible uses and application in graphic arts field.

"Doctor Blade Tone Variation" **Frank Preucil, Chicago Rotoprint Co.**

An industry-wide survey of rotogravure press tone variations is reviewed and an analysis made of true causes and cures. The influence of doctor blade motions, cylinders and bearings will be shown with charts and diagrams.

"Silk Screen Mechanization" **Victor Straus, Pied Piper Press.**

Silk screen has found acceptance as a printing process for two reasons: one aesthetic and the other technological. Screen prints have an almost three-dimensional color effect, the "hand painted" look, and screen printing can be performed on a vast variety of stocks, paper, metal, cork, glass, plastic, wood and cloth, for example, but also on finished objects such as bottles, toys, or mounting panels for electrical installations.

These facts govern the problem of mechanization.

Strong color is the result of extremely heavy ink deposits; this poses many problems not only in drying but in adhesion of sheet to printing form. Variety of stocks leads to variety of inks, piling variables on variables.

Mechanization requires specialization. Several machines for special problems are exemplified: a drum printer, a printer for vials, a machine for dinnerware and one for bottles.

Silk screen presses for paper and flat stocks have existed for a long time. The two most important older presses, the Rocker and the Selectasine, are discussed in detail. Of the postwar presses the McCormick, the Reineke, the Four-Star-General and others are presented.

Silk screen cannot be mechanized without overcoming rack drying. The governing factors concerning drying are analyzed and the latest efforts in mechanical drying are discussed.

"The Effusor Dampening System" J. Muth, A. B. Dick Co., Chicago, Illinois.

One of the critical features of offset lithography is the continual imbalance of the inking system and the dampening system. Not only is this situation reflected in the printing quality but any appropriate balance for good print quality generally results in soiled molletons, with the attendant need for frequent cleaning and replacing. This paper describes a dampening system which uses no cloth covered dampening rolls and is physically separated from the plate. It provides moisture control which is independent of copy, and ruled forms can be run in the same manner as heavy halftones. It provides a method for running even the heaviest shadows without blocking; it keeps the highlights free from scum. The principal part of the system is a narrow slot effusor (air doctor). The design of such an effusor, its incorporation into a press and its performance characteristics are discussed.

"The Results of Research on Feeding Ink to Printing Plates"

H. L. McWhorter, Goss Printing Press Co.

The three main deficiencies of all current inking arrangements are:

1. Poor ink-lay quality, resulting in starvation and ghosting. The Lithographic Technical Foundation has recently developed an instrument to measure these errors in tone reproduction.

2. Excessive complication increases initial press costs, and requires appreciable time for setting the many rollers.

3. The excessive work and friction of the many contacting surfaces increases press power consumption; and with heat-set ink requires a high-boiling-point solvent so that the ink will stay open on the rollers.

An intensive comparative investigation of new ideas and all of the various possible roller combinations led to the ultimate development of an inking arrangement with only half the usual number of rotating elements (only two form rollers for example), that by comparative test demonstrates the ability to give a much improved quality of ink-lay.

Proofs, using the same plates and ink on the laboratory inking arrangement and on conventional presses, are shown for comparison. Diagrams are used to show the principles and theories of the new inking system.

Monday, April 27, Photography Symposium

Walter Clark, Chairman

"Color Hue and Ink Transfer—Their Relation to Perfect Reproduction" Frank Preucil, Chicago Rotoprint Co.

Color studies of gravure, letterpress and offset inks are compared in hue and additivity under different conditions of wet and dry ink transfer; and on a variety of paper surfaces. The factors of purity, grey balance, and ink transfer are discussed in relation to masking and scanning corrections. The failure of additivity is shown to be sometimes as serious as hue error in high-speed mass-produced color printing. It is suggested that ink-paper research be

stimulated to correct this handicap at its source.

"Tone Reproduction With Contact Screens" F. R. Clapper, Research Laboratories of Eastman Kodak Company, Rochester, New York.

The chief factor affecting the quality of a half-tone reproduction is the proper rendering of tone values. Although the tone reproduction in a half tone negative or positive made through a contact screen depends primarily on the form of dots in the screen, various control methods exist which may be manipulated so as to give still further improvement.

The four principal methods of varying the tone reproduction with a contact screen are: filter changes, flash exposure, highlight exposure without the screen, and still development. The effect of each of these methods upon the tone values of the halftone reproduction is demonstrated by the use of pictures as well as tone reproduction curves.

When the various control methods described are properly manipulated, it is possible to obtain very high-quality reproductions.

"Carbon Arcs for Graphic Arts" W. W. Lozier and R. B. Dull, National Carbon Company.

The various types and sizes of carbon arcs employed for graphic arts applications are described. Burning characteristics of the carbons and the intensity and spectral energy distribution of the radiation are given.

"The Ball Four and Five Color Processes" R. M. Leekley, F. L. Cox and J. G. Jordan Springdale Laboratories of Time Inc., Springdale, Conn.

This paper summarizes the results of a laboratory investigation of the four- and five-color processes proposed by J. A. Ball (USP 2,507,494 and 2,508,213) as applied to offset and gravure printing. Distinctions between these processes and previous systems using more than three colored inks are pointed out. The enlarged color separation and masking

conditions used in reproduction of copy by both offset and gravure are described.

"A Simplified System of Color Printing. 2. Some Technical Details" J. A. C. Yule, Research Laboratories of Eastman Kodak Company, Rochester, New York.

Some technical details of the low-cost three-color reproduction process described by H. C. Staehle at the 1952 TALI meeting are given. The inks are chosen so as to give satisfactory reproduction of hue. Acceptable reproductions can then be obtained with a single contrast-reducing mask which adjusts relative color brightness and results in better color saturation but does not affect hue correction. The tone rendering obtained by the neutral contact screen using a flash exposure to control contrast, is illustrated. Hand work is avoided because of the improved inks, the good rendering of tone values, and the close control of the photographic and printing operations.

Tuesday, April 28, Afternoon Session, Paper and Ink Symposium
Richard F. Shaffer, Chairman
"Flexographic Printing" J. W. Viner, Interchemical Corp.

Flexography is a mature full-fledged partner of the more familiar processes. It has certain advantages and disadvantages. The basic operation is simple, involving rubber plates, and light presses and drying equipment.

"The Research and Engineering Council of the Graphic Arts Industry Inc." E. J. Triebe, Kingsport Press.

Only the future can assess value of the Research and Engineering Council. Current accomplishments, however, are available for comment and so are the objectives.

"Paper Stock Reuse" H. J. Perry, Waste Paper Utilization Council.

The methods and systems used for stock rework are various. These variations combined with the problem of source of waste and sorting of the

Technical
BRIEFS

Abstracts of Current Literature in the Graphic Arts

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

Since some of the abstracts are from abstract journals, LTF cannot furnish photostats of all of the original articles. If the title is marked with an asterisk, LTF has no further information than that contained in the abstract itself. Inquiries about these items should be sent direct to the source that is named. If you want copies of U. S. Patents, write direct to the Commissioner of Patents, Washington 25, D. C. Send twenty-five cents for each patent desired. Make checks or money orders payable to "Treasurer of the U. S."

If the title of the abstract is *not* marked with an asterisk, LTF can supply photostats of the original article. The charge is sixty cents per page plus six cents postage. Orders from companies or individuals who are not members of LTF cannot be filled until payment is received. Orders with payment enclosed receive immediate attention.

Foreign patents may be obtained as photostats from the Library of Congress, Washington, D. C.

LTF also has mimeographed lists of (1) "Periodicals Abstracted by the Research Department" and (2) "Books of Interest to Lithographers". These are available for ten cents each in coin or U. S. stamps. Lithographic Technical Foundation, 1800 S. Prairie Ave., Chicago 16, Ill.

Photography, Tone and Color Correction

Contact Negatives. A. G. Arend, *Modern Lithographer and Offset Printer* 48, No. 11, November, 1952, pages 255-6 (2 pages). The advantages of using contact negatives in place of direct screen negatives in platemaking are discussed. One of the main advantages is the greater latitude in exposure of a contact dot as compared to a "soft" direct screen dot.

Color Proofs of Continuous Tone Separation Negatives. T. F. Macknik, *Photoengravers' Bulletin* 42, No. 5, December, 1952, pages 39-41 (3 pages). A process of preparing dye-coupled images on process strip film from each separation negative and viewing them in register to check color balance.

same, cause irregularities in end results. These in turn make trouble for the printer who originally may have been responsible for the source of the trouble.

Tuesday, April 28, Morning Session, Plate Making Symposium

William Reid, Chairman
"Presensitized Offset Plates" F. E. Brunnick, S. D. Warren Co.

Within the last few years, many photolithographic plates, either partially or wholly presensitized, have made their appearance on the mar-

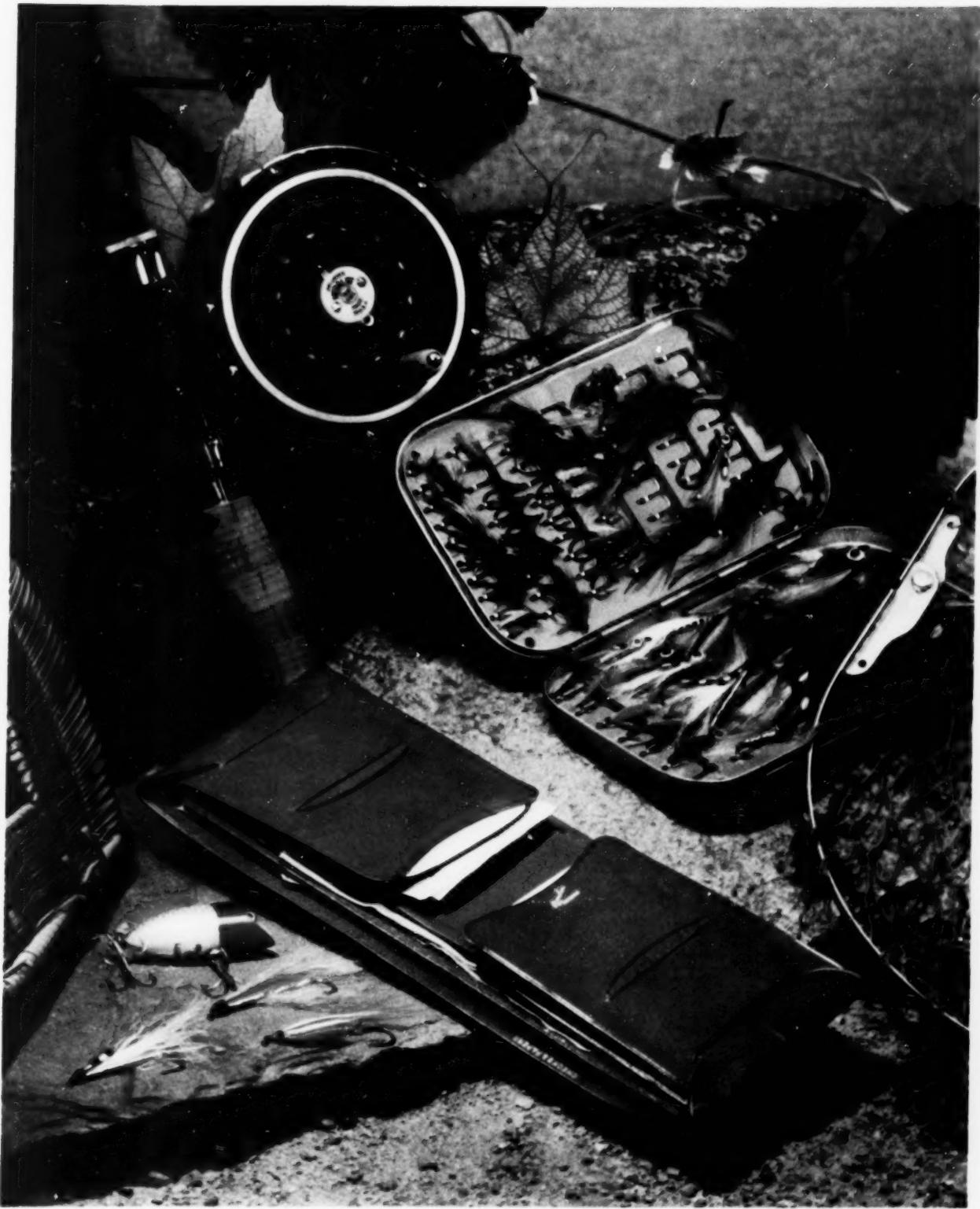
Masking and the Gresham-McCorquodale Process. Melvin Gevert, *Lithographers' Journal* 37, No. 10, January, 1953, pages 10-11 and 49 (3 pages). This article is based on a demonstration of the Gresham-McCorquodale Process and on the author's opinion as to its suitability for use in lithographic plants.

***Reversal Images: Diffusion in Solution Baths.** British Patent 665,984. Gevaert Photo Production N. V. *Photographic Abstracts* 1952, Part 3 page 143. In an improved form of the process for the production of reversal images by diffusion of undeveloped silver halide from an exposed and developed emulsion layer into a hardened receiving layer, the emulsion layer is removed after diffusion without the use of warm water. After

ket and in the literature, particularly for small size presses. The general construction of these plates is described together with an examination of their advantages and disadvantages. Performance characteristics, handling problems, and future potential are discussed.

"Unit Chemical Operations in the Gravure Process" J. M. Dugan, Battelle Memorial Institute.

Gravure printing may be defined as an art which applies several distinct fundamental chemical prin-



4 color offset reproduction

Courtesy Buxton Incorporated

WARREN'S Lithographic Papers

*Lusterkote • Offset Enamel • Overprint Label C1S • Sebago Label C1S
Fotolith Enamel • Silkote Offset*

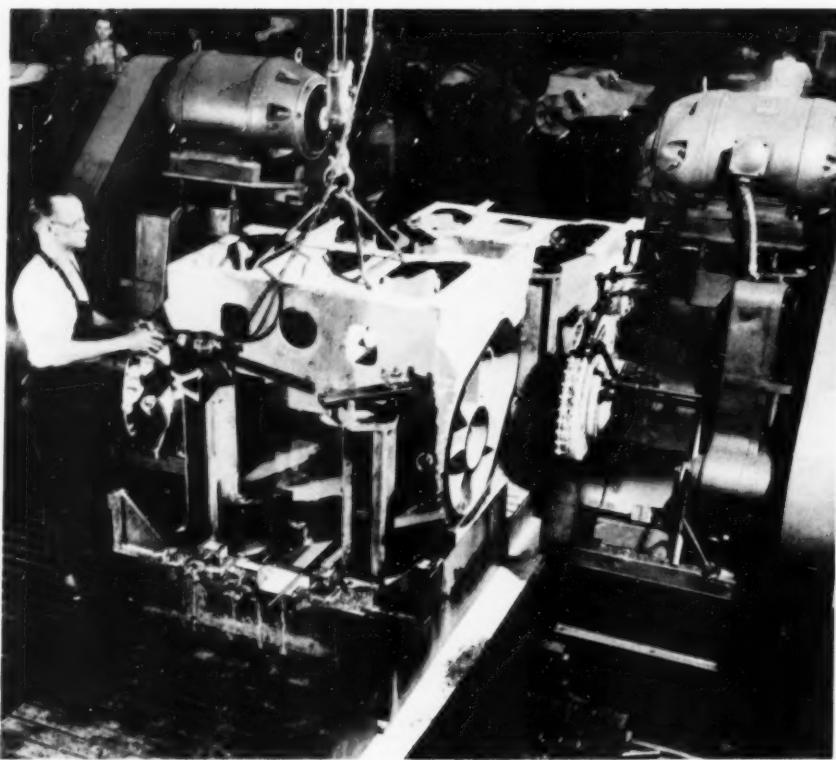
PAPER MERCHANTS
who sell and endorse
Warren's Standard Printing Papers

ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	The Barton, Duer & Koch Paper Co.
BANGOR, ME.	Brown & White Paper Company
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BIRMINGHAM, ALA.	Sloan Paper Company
BOISE, IDAHO	Zellerbach Paper Company
BOSTON, MASS.	Storts & Bement Company
BUFFALO, N. Y.	The Century Paper Co., Inc.
CHAMPAIGN, ILL.	Henry Lindenmeyer & Sons
CHARLOTTE, N. C.	The Alling & Cory Company
CHATTANOOGA, TENN.	Franklin-Cowan Paper Company
CHICAGO, ILL.	Crescent Paper Company
CINCINNATI, OHIO	Caskie Paper Company, Inc.
CLEVELAND, OHIO	Virginia Paper Company, Inc.
COLUMBUS, OHIO	Southern Paper Company
CONCORD, N. H.	Chicago Paper Company
DALLAS, TEXAS	M. McIntosh Paper Company
DAYTON, OHIO	The Diem & Wing Paper Co.
DENVER, COLOR.	The Petrequin Paper Company
DES MOINES, IOWA	The Alling & Cory Company
DETROIT, MICH.	The Cincinnati Cordage & Paper Co.
DURQUE, IOWA	C. M. Rice Paper Company
EUGENE, ORE.	Olmsted-Kirk Company
FORT WORTH, TEXAS	Hull Paper Company
FRESNO, CAL.	Carpenter Paper Co.
GRAND RAPIDS, MICH.	Western Newspaper Union
GREAT FALLS, MONT.	Newhouse Paper Company
HARRISBURG, PA.	Seaman-Patrick Paper Company
HARTFORD, CONN.	Zellerbach Paper Company
Houston, TEXAS	Olmsted-Kirk Company
INDIANAPOLIS, IND.	Quimby-Walstrom Paper Co.
JACKSON, MISS.	The John Leslie Paper Company
JACKSONVILLE, FLA.	The Alling & Cory Company
KANSAS CITY, MO.	Henry Lindenmeyer & Sons
KNOXVILLE, TENN.	Storts & Bement Company
LANSING, MICH.	L. S. Bosworth Company
LITTLE ROCK, ARK.	Crescent Paper Company
LONG BEACH, CAL.	Townsend Paper Company
LOS ANGELES, CAL.	Virginia Paper Company, Inc.
LOUISVILLE, KY.	Midwestern Paper Company
LYNCHBURG, VA.	Wergame Paper Company
MEMPHIS, TENN.	Southern Paper Company
MILWAUKEE, WIS.	The Weisinger Paper Company
MINNEAPOLIS, MINN.	Western Newspaper Union
MILINE, ILL.	Arkansas Paper Company
MONTGOMERY, ALA.	Zellerbach Paper Company
NASHVILLE, TENN.	Zellerbach Paper Company
NEWARK, N. J.	Miller Paper Company
NEW HAVEN, CONN.	Caskie Paper Company, Inc.
NEW ORLEANS, LA.	Southland Paper Company
NEW YORK CITY	Nackie Paper Company
OAKLAND, CAL.	The John Leslie Paper Company
OKLAHOMA CITY, OKLA.	Newhouse Paper Company
OMAHA, NEB.	S. P. Richards Paper Co.
PHILADELPHIA, PA.	Clements Paper Company
PHOENIX, ARIZ.	Henry Lindenmeyer & Sons
PITTSBURGH, PA.	Storts & Bement Company
PORTLAND, ME.	Henry Lindenmeyer & Sons
PORTLAND, ORE.	Also Paper Company, Inc.
PROVIDENCE, R. I.	Henry Lindenmeyer & Sons
RENO, NEV.	The Alling & Cory Company
RICHMOND, VA.	J. E. Linde Paper Company
ROCHESTER, N. Y.	The Canfield Paper Company
SACRAMENTO, CAL.	Marquardt & Company, Inc.
ST. LOUIS, MO.	Schlosser Paper Corporation
ST. PAUL, MINN.	Zellerbach Paper Company
SALT LAKE CITY, UTAH	Western Newspaper Union
SAN ANTONIO, TEXAS	Field Paper Company
SAN DIEGO, CAL.	D. L. Ward Company
SAN FRANCISCO, CAL.	The J. L. N. Smythe Company
SAN JOSE, CAL.	Schuykill Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA.	Narragansett Paper Co., Inc.
SPokane, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	B. W. Wilson Paper Company
STOCKTON, CAL.	Virginia Paper Company, Inc.
SYRACUSE, N. Y.	The Alling & Cory Company
TOLEDO, OHIO	Zellerbach Paper Company
TRENTON, N. J.	The Commerce Paper Company
TROY, N. Y.	Henry Lindenmeyer & Sons
TULSA, Okla.	Troy Paper Corporation
WAUZ, TEXAS	Tulsa Paper Company
WALLA WALLA, WASH.	Olmsted-Kirk Company
WASHINGTON, D. C.	Zellerbach Paper Company
WICHITA, KAN.	Stanford Paper Company
YAKIMA, WASH.	Western Newspaper Union
	Zellerbach Paper Company

EXPORT AND FOREIGN

NEW YORK CITY (EXPORT) National Paper & Type Co.
40 cities in Latin America and West Indies.
NEW YORK CITY (EXPORT) Moller and Rothe, Inc.
20 countries in Latin America and West Indies.
NEW YORK CITY (EXPORT) Muller & Phipps (Asia) Ltd.
Belgian Congo, Burma, Ceylon, China, Hong Kong,
Iceland, India, Malaya, Philippine Islands, South Africa,
Australia
NEW ZEALAND
HAWAIIAN ISLANDS

B. J. Ball Limited
B. J. Ball (N. Z.) Ltd.
Honolulu Paper Co., Ltd.



Photograph courtesy Caterpillar Tractor Co.

WARREN'S Lithographic Papers

*Lusterkote • Offset Enamel • Overprint Label C1S • Sebago Label C1S
Fotolith Enamel • Silkote Offset*

Warren's **LUSTEKOTE COVER** provides a mirror-like glossy surface that contributes brilliance to the highlights and colors in lithographic reproduction. Now available with the lustrous finish on both sides of the paper.

Warren's **OFFSET ENAMEL** is a double coated paper for the printing of pictures by offset lithography. Double coating improves printability and uniformity, resulting in a higher potential of lithographic reproduction. Offset Enamel is available in glossy finish, Saxony finish, and dull finish. Also available coated on one side only.

Warren's **OVERPRINT LABEL** is double coated on one side and is

eminently suitable for labels produced by offset lithography or by letterpress. This paper is pre-conditioned by an exclusive process.

Warren's **SILKOTE OFFSET** has the appearance of a wove offset but has a unique pigmented surface that gives more brilliant reproduction. It also offers a high degree of dimensional stability. Silkote Offset is available in Wove and Saxony finish.

Warren's **FOTOLITH ENAMEL** is a new quality of machine coated two side paper for the reproduction of halftones by offset lithography.

Warren's **SEBAGO LABEL C1S** is a new quality of machine coated label paper for offset lithography or letterpress.

Write for free booklet—"How Will It Print by Offset"

S. D. WARREN COMPANY • BOSTON 1, MASS.

BETTER PAPER  BETTER PRINTING
Printing Papers

development of the exposed emulsion layer the material is treated in a bath which contains gelatin-inhibiting agents rendering the gelatin soluble at room temperature, and silver halide solvents. By removal of the emulsion the diffusion is more uniform and the diffusion time can be varied as desired. In one form the gelatin is softened only, so that it can be removed in cold water. Suitable diffusion solution baths contain thiocyanates, such as potassium thiocyanate, or an organic sulphonate acid or sulphonate, and sodium thiosulphate. British patents can be obtained from The Patent Office, 25 Southampton Building, London, W. C. 2, England, for approximately forty cents.

***Sensitizing Light-Sensitive Coatings.** M. A. Gorodnitzky. *Poligraf. Proiz.* (in Russian); *Papier u. Druck u. Reproduktion* 1, 1, July, 1952, pages 6-7 (in German). The influence of the following sensitizers on the speed of light-sensitive coatings was investigated at the Leningrad Cartographic Laboratory: Rosin-silver (200%), erythrosin-silver (200%), copper chloride (25%), silver halides (20%), and mercury vapors (1,200-1,600%). The figures in brackets indicate the increases in sensitivity produced in dichromated albumin. The sensitivity of dichromated gelatin was increased 12 times by mercury vapors. The toxic effects of mercury vapors could be overcome by the use of a special cupboard for the process. *Printing Abstracts* 7, No. 12, December, 1952, page 603.

Spectral Sensitivity of Dichromated Albumin. Richard W. Koch, Donald J. Byers and Robert E. Rossell. *TAGA Proceedings*, 4th Annual Meeting, 1952, pages 105-119 (15 pages). Equipment and procedures for a new method of measuring the extent of tanning will be described. The method is based on the change in optical transmission of the albumin film as tanning takes place. Data presented show the effect of pH on the spectral sensitivity. Copies of the current Proceedings may be obtained

plex. Perhaps more than any other printing process it depends on the proper control of these chemical reactions in each of several steps in the process. This control should be based on knowledge, and such knowledge in turn on study to identify each of these chemical reactions.

Among other things, such study has included: (1) the photochemical process by which carbon tissue is made light sensitive so that it may receive a photographic image, (2) the knowledge and methods of retarding other chemical reactions that proceed as the carbon tissue is made light sensitive, (3) identification of the reac-

from the Secretary, Dr. Paul Hartsuch, 334 S. Kensington Avenue, LaGrange, Illinois for five dollars.

Pitting Corrosion Characteristics of Aluminum: Influence of Magnesium and Manganese. P. M. Aziz and Hugh P. Godard. *Industrial and Engineering Chemistry* 44, No. 8, August, 1952, pages 1791-95 (5 pages). This work was undertaken to determine the influence of alloying magnesium and manganese with aluminum upon its pitting probability and pitting rate. Aluminum in the purity range of 99.5 to 99.99% was investigated using additions of 1.0% magnesium, 1.25% manganese, and 0.5% magnesium-0.5% manganese. The additions reduce the probability most but the straight manganese addition has the greatest effect in slowing the rate of pitting. Above 99.7% purity the probability of pitting is reduced with increasing purity. The beneficial effects of magnesium and manganese are valid in the range above 99.5% aluminum. Aluminum, to be used in environments where pitting corrosion may be encountered, should be alloyed with magnesium and/or manganese. Commercial alloys of this type are 528 (2.5% magnesium) and 3S (1.25% manganese).

***After Treatment of Oxidized Layers on Aluminum.** German Patent 821,908. Heinrich Neunzig. *Tin Printer and Box Maker* 29, No. 337, February, 1953, page 15. The articles are treated with an aqueous solution which contains hydrofluoric acid, an oxidizing acid, preferably chromic acid, in combination with a base, preferably ammonium (2 pp.). Copies of German patents may be obtained from Museumsinsel 1, München 26, for 2 Westmarks; mark the order "Girokonto bei der Landeszentralbank München Nr. 6/154," or as a photoprint from the U. S. Patent Office, Washington 25, D. C.

***Sensitive Photographic Elements for Lithography.** British Patent 678,322 (C. f. U. S. Patent 2,596,713). Gale F. Nadreau and Clemens B. Starek. *Tin Printer and Box Maker* 29, No. 337, February, 1953,

tions that occur when copper is attacked by an etching solution to produce a printing plate, (4) the proper composition of such a solution as it affects both the penetration through a thin membrane and attack on the metal, (5) the electrochemistry of plating cylinders with copper, and (6) the metallurgy of the copper so produced.

From this study have come new instruments for control, and procedures for performance together with a knowledge of the most appropriate conditions for each separate reaction so that predictable performance can be obtained. ★★

page 14. The element comprises a laminated cellulose ester sheet, an anti-halation stratum contiguous to the lamination interface, and on one of the outer surfaces of the laminated sheet a stratum of light-sensitized hydrolyzed cellulose ester. British patents may be obtained from The Patent Office, 25 Southampton Buildings, London, W. C. 2, England, for approximately forty cents.

The New Exposure "Unilight" for Copying and Reproduction. Karl Engeler. *Fachhefte* 5, 1952, pages 193-201 (9 pages) (in German). Uniform illumination of copy in a printing frame with a single-arc lamp is obtained by rotating a glass disc, that carries an opaque segment, between the arc and the frame. The shape of the segment is calculated from (1) the arc distance, (2) reflections from the intervening glass elements, (3) and absorptions of the glass elements. It is claimed that this gives uniform exposure over the entire area of the plate.

Paper and Ink

***On Synthetic Printing Inks.** M. Hartman. *Schweiz. graph. Mitt.* 71, No. 10, 1952, pages 497-8 (in German). The "drying" of "synthetic" (quick-drying) printing inks is more dependent on the nature of the paper on which it is printed than is the drying of linseed oil varnish inks, since the drying depends partly on the penetration of the medium into the paper. The inks are unsuitable for printing non-absorbent surfaces such as foil, plastics, etc. They should normally be used straight from the tin and where additions are essential, small amounts of the special thinners supplied should be used. Sprayers are unnecessary with these inks. A small amount of a paste drier can be added if hard drying of a number of colors over large areas is required. *Printing Abstracts* 7, No. 12, December, 1952, page 574. *Schweizer Graphische Mitteilungen* is published at Verlag Zollikofer & Co., St. Gallen, Switzerland.

Characteristics of Offset Inks. Herbert J. Wolfe. *Modern Lithography* 20, No. 11, November, 1952, pages 58-60 (3 pages). The requirements for litho inks (resistance to emulsification and bleeding, non-greasiness, high concentration, correct drying action, and correct tack) to meet conditions of litho printing are reviewed. The properties of materials (pigments, vehicles, driers, and compounds) necessary to make ink fulfill these requirements are described. Also discussed were fountain solution, dry offset inks, and the photogelatin or colotype process and inks.

***Detail of Southerland Ink Rub Tester.** *American Boxmaker* 41, No. 12, December, 1952, pages 22-3 and 26; *American Paper Converter* 26, No. 12, December, 1952, pages 11-13. The tester is a motor-driven device for moving a weighted test specimen over a printed sample through an arc of 2.25 inches for a predetermined number of strokes; a stroke comprises one complete to-and

(Continued on Page 121)

P-O-P Advertising Now a \$7 Million Industry

Chicago Symposium and Exhibit Held; Stensgaard Re-elected

THE Point of Purchase Advertising Institute's 7th annual symposium and exhibit at the Palmer House, March 31 through April 2, gave tremendous momentum to use of point of purchase advertising materials which will influence the lithographing business for a long time to come.

The meeting opened coincident with announcement from New York that between 1949 and 1952 the dollar volume of point of purchase advertising increased 63 percent, to last year's estimated figure of \$700,000,000. This, it was stated, represents about 10 percent of total expenditures in all media. The figure, it was also asserted, gives POP advertising equal rank in dollar volume with both national newspaper and national magazine advertising.

Lithographers interviewed at the Chicago show were enthusiastic about future business prospects. One de calcomania manufacturer reported that in the first 30 days following removal of all government price controls and restrictions on materials his business had increased in volume so extensively that it became necessary to put on a night shift at the plant, something this company had not been doing for some time. Several other lithographers also said they have been running night shifts to keep abreast of orders for displays.

Removal of government restrictions, it was also pointed out, has brought salesmanship back to a place of importance in all business activities and, in the competitive battle for business, it was recognized that the stimulating power of point-of-sale advertising is of outstanding value. How lithographers can capitalize on this

trend was tersely summed up by Arthur Meding, president of Edwards & Deutsch Lithograph Co., Chicago, at his booth. The litho industry must get out and intensify its effort to sell its facilities and services to advertisers, he said to *ML*.

Lithographers questioned expressed no fear that television advertising will have adverse effects on their business. On the contrary, several instances were cited of how TV advertisers are making large use of point-of-sale pieces to supplement the results of their use of the air waves. Counter, window and floor displays are used in retail outlets by the TV advertisers, it was stressed, to make certain that what might otherwise "go in one ear and out the other" is not forgotten but is kept concretely before the eyes of potential customers.

An innovation this year was a "Hall of Fame" exhibit featuring 50 retailer displays that did an outstanding job last year of building sales volume for the products involved, ranging from fountain pens to motor cars.

Available here was a loose leaf, plastic bound booklet, prepared by POPAI, detailing case histories of each individual display. In this the problem faced by the advertiser was outlined, the solution devised to meet this problem explained and the results achieved stated.

Sales promotion executives and advertising agency representatives among the 10,000 persons attending the 3-day Chicago affair were especially impressed by statistics revealing the tremendous sales results actually derived from these outstanding display pieces. Some of them were distributed, it was stated, in numbers up to 750,000 pieces. A large propor-

tion of these Hall of Fame displays were designed by the creative departments of many of the nation's leading lithographers, while others, it was noted, relied heavily on lithography for their successful construction.

In a symposium on "How To Make Displays Sell More," six manufacturers related their own successful use of store displays to boost sales volume. The speakers included P. L. O'Malley, general sales manager, Coca-Cola Bottling Co., Chicago; Ray Mee, advertising manager, Westclox Div., General Time Corp., La Salle, Ill.; Val S. Bauman, sales and advertising manager, Natl. Tea Co., Chicago; Jack S. Pettersen, general merchandise manager, Polk Bros., Central Appliance & Furniture Co., Chicago; D. H. Grigsby, advertising manager, Zenith Radio Corp., Chicago; and Gordon Ellis, merchandising director, Pet Milk Co., St. Louis, Mo.

A merchandising forum had a panel of six women employed by large manufacturers or retail groups, experienced in sales promotion and merchandising, each of whom spoke on her experiences with use of POP displays.

Wednesday's luncheon was addressed by R. Harvey Whidden, vice president in charge of sales, W. A. Sheaffer Pen Co., whose remarks were drawn from his own experiences as one of the nation's successful sales executives.

Exhibit space in the Palmer House exposition hall was 50 percent greater than that available at last year's POPAI meeting in New York and every square foot was occupied, while others set up their displays in upper rooms at the hotel. Twenty litho-

(Continued on Page 90)

News

ABOUT THE TRADE

1st Book by Dry Offset

What is claimed to be the first hard-bound book to be produced by dry offset was issued during March by The Comet Press, Inc., New York. The entire book, in two colors, including the cloth covers, was produced by the high etch process which prints from a slightly relief plate, to blanket to paper, without use of the water fountain. The run was made on an ATF Chief 29" offset press, of the new type which is convertible for dry offset work.

The book "Let Freedom Ring," is 7 x 11", and was produced by Comet Press as its annual "keepsake." The subject matter comprises historical speeches by Patrick Henry, Thomas Jefferson, George Washington, Thomas Paine, Abraham Lincoln, and Franklin D. Roosevelt. Photos of sculptured busts of each man are reproduced, and on the cover is shown a bleed halftone of the Mt. Rushmore sculpture of four famous Americans. Halftones are in 110 line screen, although the company has produced dry offset work in screens as fine as 150. Plates are by Powers Engraving.

Samuel F. Chernoble, president of Comet, has been interested in the process for several years, and has worked with ATF engineers in developing the high precision press which is required. Tolerances in the process are much more critical than in regular offset work which the company also produces, Mr. Chernoble explained. Halftone and flat color work are common now with the Comet "Dri-Tone" process. His next

project is process color with Dri-Tone, Mr. Chernoble said.

Bogus Type Upheld

The ban on "featherbedding" in the Taft-Hartley Law does not apply to the setting of "bogus type", the U. S. Supreme Court ruled 6-3 on March 9. The practice is one long engaged in by the International Typographical Union, AFL, where union men in newspaper plants set type for advertisements even when complete plates or matrices are furnished. The type thus set is paid for by the employer although it is thrown away.

The majority opinion held that the law prohibits exacting pay from an employer for services not performed or not to be performed, but does not apply where the work is actually done, although it is not used.

The dissenting opinions held that such bogus typesetting is "not only wholly unwanted", but "wholly useless". The ruling leaves unaffected, the opinion said, the situation where two men are employed to do one man's work. The next move would be for Congress to alter the law to cover the situation.

Stecher Net Declines

Stecher-Traung Lithograph Corp., Rochester, N. Y., reported net earnings for 1952 totaled \$281,644, equal to \$1.50 a share on the common stock. This compared with \$473,180, or \$2.53 the previous year. Sales amounted to \$9,586,208 last year as compared with \$10,479,802.

President Charles W. Weis, Jr. said in a letter to stockholders that the company had no government contracts last year, and many of the agencies which were formerly heavy purchasers have installed equipment and supply the major portion of their requirements.

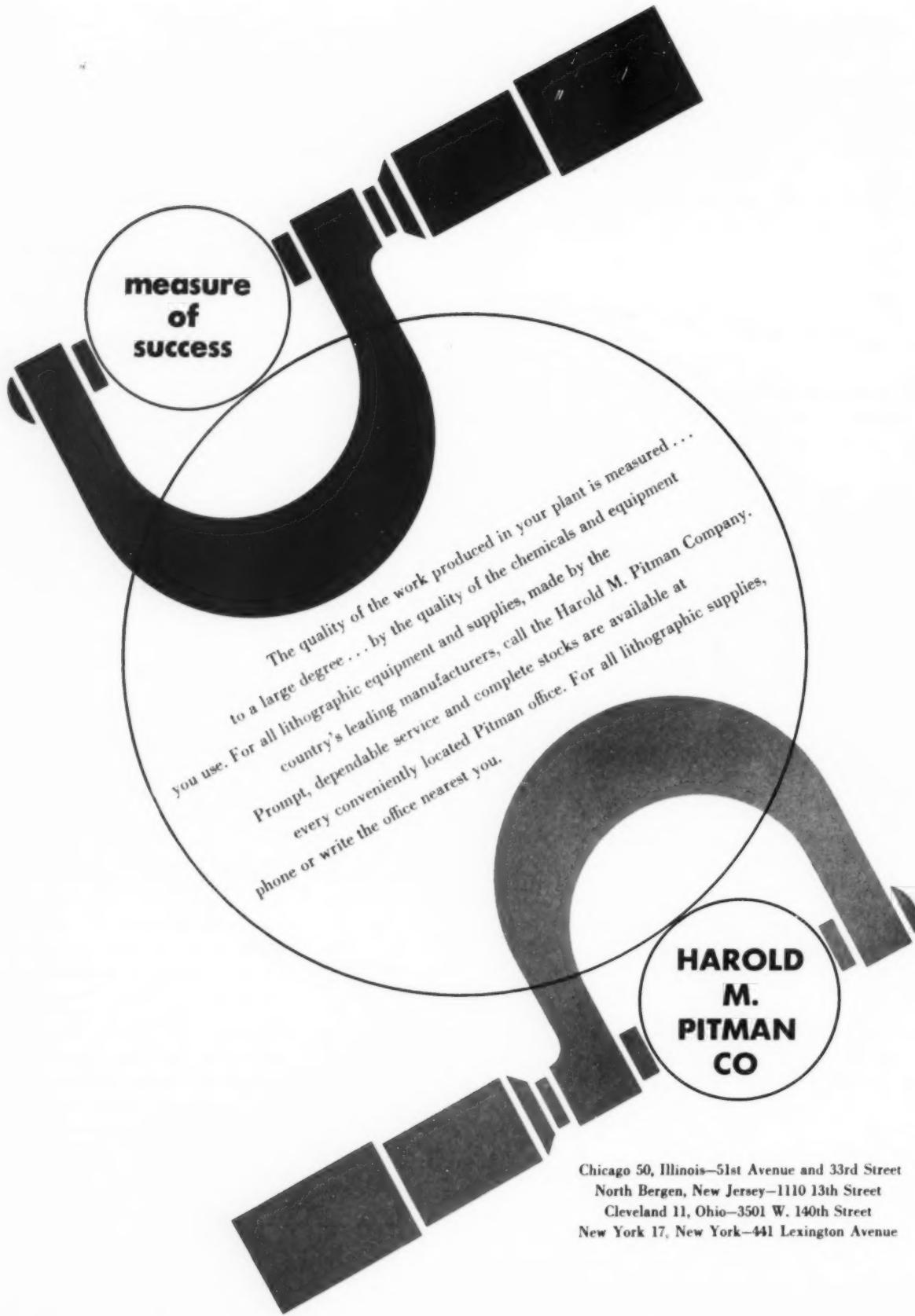
"Since World War II," he added, "offset lithograph press capacity in this country has increased approximately 50 percent thus creating severe competition for business.

"While our operating results were disappointing to us, we are encouraged by the fact that we stand near the top of the industry in earnings and as a low-cost efficient producer."

Mr. Weis added that while expenditure of \$474,000 for new and replacement equipment was less than the previous year, the total for six years is almost three million dollars.

POP Shows Big Gain

Expenditures for point-of-purchase materials increased about 63 percent from 1949 to 1952, according to a compilation released in March by *Advertising Age*. The increase was attributed to increased use of point-of-purchase aids in supermarkets, chain stores, drug stores, hardware outlets and other retail establishments. A strong shift to plastic materials was noted, but it was said this would not lessen the demand for lithographed material. Rather, it was thought that plastic materials would curtail the use of glass, wood and metal in displays. Motion displays have shown exceptional gains.



Chicago 50, Illinois—51st Avenue and 33rd Street
North Bergen, New Jersey—1110 13th Street
Cleveland 11, Ohio—3501 W. 140th Street
New York 17, New York—441 Lexington Avenue

Office Duplicators Displayed; Show Two-Color

AT the trade show of the Office Managers Association of Chicago, held in that city early in March, 25 manufacturers of duplicating equipment and supplies, displayed their products and processes, which ranged from the early gelatin letter copying method down to the very newest "XeroX" system of "typeless" printing by xerography.

Every exhibit was thronged constantly with visitors seeing the latest developments. Many office managers, it was claimed, view the new printing devices as a step toward reducing costs of office operations.

Davidson Corp. had an extensive exhibit of their familiar offset duplicators with many new features. But of most interest, in this field, was a two-color Multilith press, displayed and demonstrated by the Addressograph-Multigraph Corp. First placed on the market last summer, this "Tandem" model was demonstrated in operation by two young women, while salesmen explained that it can run two colors simultaneously on the same side, or different colors on each side or the same color on both sides, the sheet being turned automatically as it travels between the two color units.

Press plates are of paper or metal, direct image or photographically prepared on Multilith duplicating masters. Operating speed is up to 12,000 impressions — 6,000 sheets — per hour and the press is recommended where large volume and fast production are required for a wide variety of printed material for office or promotional use. A partial list of Chicago users, which was freely furnished on request, indicated that in addition to large business houses and letter service shops, this modern business tool is also being operated by several large Chicago letterpress printers and offset houses.

Xerography, which first appeared three or four years ago, has made steady progress as an office printing device, a visit to the exhibit of the Haloid Co., Rochester, N. Y., re-

vealed. Salesmen who demonstrated the system, emphasized the money saving opportunities through use of "XeroX" copying equipment. Ford Motor Co., for instance claims to have produced Multilith plates at a total cost of 37 cents, compared with \$3.12 for same copy on a zinc plate, visitors were told. A Philadelphia bank estimated a saving of \$6,000 annually with their outfit and a big steel company said its annual saving through xerographic printing was \$250,000.

Harris Seybold Co. had a booth at the show for demonstration of the Macey collator which it distributes and also displayed a vacuum contact exposure frame for use in preparing

the 3M presensitized offset plates used with office duplicators. J. A. Petrequin, who was recently transferred from Cleveland to Chicago, was in charge.

Another collator of the vertical type was demonstrated by the J. Curry Mendes Corp., Canton, Mass., while the B. H. Bunn Co., Chicago, presented their line of automatic package tying machines. Ralph C. Coxhead Corp. showed their Vari-type and Headliner photocomposing machines and the extensive display of Remington Rand office machines included equipment for making plastic offset duplicating plates. Rand McNally & Co., Skokie, Ill., was also on hand at the show with a large display of its varied line of maps and statistical guides for business use.

Add Accessories to Four-Color

Officers of Color Offset Co., Brooklyn, inspect new accessory equipment recently installed on the company's new four-color Miehle offset press. L. to R. Frank Macero, president; Carl Macero, secretary; and Henry Sala, vice president. Equipment includes Baldwin water levels (foreground), Baldwin ink fountain agitators, and Baldwin press washers, all manufactured by William Gegenheimer Co., Brooklyn. The big press is supported by steel I-beams which are



supported by the building columns. This structure was used because the floor loading was inadequate.

U.S.P.&L. Honors Employees

Service pins were awarded to 63 employees of the United States Printing & Lithograph Co., Erie, Pa., at a recent dinner meeting. Pins were given to employees whose continuous service ranges from 10 to more than 50 years.

The oldest employee in the point of service (57 years) is George H. Lux, who joined the company at Cincinnati. Next in line is Miss Agnes Boyer with 51 years.

Ernest H. Russell, vice president

who has been with the company 24 years, is in charge of the Erie operations.

Ardlee Service Expands

Ardlee Service, Inc., New York, has announced the addition of another floor, 21,000 square feet, to its facilities at 28 W. 23 St. The expansion program has included the addition of two 50 x 69" two-color offset presses. Bernard and Lee Rosenstadt head the firm.

DIAMOND-WHITE OFFSET

Sparkling, clean DIAMOND-WHITE OFFSET is the finest sheet we have made in our 91 years of fine paper-making. This brilliant blue-white sheet is a perfect base for colors, giving them gem-like clarity and great contrast. Ideal for exacting multi-color jobs and de luxe brochures. An excellent choice for top quality advertising and promotion pieces. Samples are yours for the asking. Make a test run in your own plant. Then compare!

*Like all Fitchburg Papers,
DIAMOND-WHITE OFFSET is sold
direct from mill-to-you.*



Fitchburg Paper Company FOUNDED IN 1861

MILLS AND MAIN OFFICE: FITCHBURG, MASS. N. Y. OFFICE: 250 PARK AVE., N. Y. 17



Paul H. Lyle



Herman E. Johnson



Frank J. Leyerle

Changes at Western

Western Printing & Lithographing Co., Racine, Wis., last month announced the election of two company executives as vice presidents: Paul H. Lyle, general superintendent of the company; Herman E. Johnson, assistant general manager of the eastern branch at Foughkeepsie, N. Y. The company also elected Frank J. Leyerle, assistant treasurer, as president of K. K. Publications, a subsidiary. The announcements were made by W. R. Wadewitz, president of the concern.

E. H. Wadewitz, for many years president of the concern, now is chairman of the board, and Elmer C. Voigt is vice chairman. Company vice presidents, in addition to Mr. Lyle and Mr. Johnson, are H. D. Spencer, H. J. Haumersen, A. C. Naleid, John M. Wolff, R. M. Wadewitz, and J. C. Wiechers.

In February, at the annual meeting, several other changes were made in subsidiary companies. C. W. DeWitt is president of Whitman Publishing Co.; and R. W. Maher is president of Western Playing Card Co.

Intertype Reports Progress

Consolidated net income of the Intertype Corporation amounted to \$704,233 in 1952 on sales of \$10,524,290, Neal Dow Becker, board chairman, and Harry G. Willnus, president, stated March 20 in the company's annual report. This is equal to \$3.11 a share as compared to \$3.39 a share in 1951 after adjustment for a 2 1/2% stock dividend distributed on December 15, 1952.

The report said a sales dip in the early part of 1952 was followed by a brisk pick-up in the late quarters. Billings during December reached an all-time company sales peak.

Although Intertype's major source of income will be the hot metal typesetting machine for many years, continued progress in the manufacturing and marketing of the Fotosetter was reported. The Fotosetter is Intertype's composing machine which sets type photographically directly on film without the use of any metal type.

"While the exact size of the market and the rapidity with which the Fotosetter will replace existing methods are open to debate," the report said, "the fact remains that the photo-chemical method of printing is on the march. Typesetting directly on

film by photography is here to stay."

Numerous commercial printing and typographic plants throughout the country are now using Fotosetter machines. The annual report itself issued by Intertype Corporation was set in one of these plants.

Imperial Expands in Offset

Imperial Printing Co., Chicago, has some convincing mathematical evidence to justify their recent investment in a Harris 22 x 34 inch 2-color offset press. Five years ago Imperial added offset to its letterpress facilities and, as business was built up, gradually acquired three 1-color 17 x 22 offset presses. Production of 2-color jobs on a 1-color press, had its drawbacks, it was learned, and, when business still continued to grow the management began to do some figuring. As expressed by a company spokesman, "It takes twice as long to do a 2-color job on a 1-color press as to do it on a 2-color press." "When we realized that," he continued, "it definitely seemed sensible to us to put in a 2-color press."

N. Y. State Incorporations

Mohawk Litho, Inc., changing its capital stock from \$50,000 to \$100,

000. Attorneys: Magavern, Magavern, Lowe & Gorman, Erie County Bank Building, Buffalo, N. Y.

Eureka Photo Offset Engraving, Inc., changing its capital stock from 200 shares no par value inc. to \$100,000—\$100. Attorney: Lawrence I. Gerber, 521 Fifth avenue, New York.

Trojan Printing and Litho Company, Inc., printing, granted charter of incorporation listing capital stock of 100 shares no par value. Directors: Lena Corona, Leonore Kraft and Robert I. Blackman, all of 67 West 44th street, New York City, N. Y.

M. & S. Offset Corporation, printers, charter of incorporation listing capital stock of 200 shares no par value. Directors: Alice Tracy, Michael J. Caruso and Harry T. Kirp, all of 28 East Fourth street, New York, N. Y.

Westbury Printing & Lithographing Co. (Isabel Evers), 239 E. 26th St., New York.

Flora Litho Company, Inc., lithographing and printing materials, charter of incorporation listing capital stock of \$10,000. Directors: James F. Traub, William E. Traub, Jr., and John J. Traub, all of 105 Magnolia Ave., Floral Park, N. Y.

Adv. Specialties Holds Show

Advertising Specialties National Association observed its 50th anniversary with a spring show at the Palmer House, Chicago, March 9 to 11, in conjunction with the annual mid-year business meeting. Among lithographers who displayed calendar lines were Goe's Lithographing Co., Chicago; Jos. Hoover & Sons Co., Philadelphia; Ketterlinus Litho Mfg. Co., Primos, Pa.; Oval & Koster Div., Messenger Corp., Indianapolis; and John Baumgarth Co., Melrose Pk., Ill.

C. S. Hammond & Co., Inc., Maplewood, N. J., exhibited map calendars, blotters, atlases and map specialties. Minute Man Line, Boston, Mass., presented their decals, blotters and other novelties, and fans and other advertising specialties, produced by offset, were shown by other manufacturers.



TWO ROLLERS for Lithographers IDEAL MASTERLITH and IDEAL LITHOCRAFT

Which can you use best?

IDEAL MASTERLITH

Highest ink distributing ability
Relays exact intensity of color without loss of brilliance or tone
Compact, non-porous surface prevents ink penetration
Designed for use with linseed base inks only
Easily cleaned but requires careful handling
Can be reconditioned by grinding
Millions of perfect color impressions



IDEAL LITHOCRAFT

Excellent ink distributing ability
True color transfer throughout press
Synthetic rubber resists ink action
Can be used either with linseed base inks or with heat-set inks
Easily cleaned, withstands rugged handling
Can be reconditioned by grinding
Unusually long life with an economy of impression cost.

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Huntington Park, Calif. Chicago 8, Illinois Long Island City 1, N.Y.

Heinrich Heads YLA



Kurt Heinrich, (above) D'Arcy Printing & Lithographing Co., was elected president of the Young Lithographers Assn. of New York, at the annual meeting March 5, at the New York Advertising Club. Mr. Heinrich succeeds William H. Glover, Sweeney Lithograph Co. Maxwell S. Friedman, Consolidated Lithographing Corp., was elected vice president (membership and publicity); and Wallace A. Glover, Polygraphic Co. of America, vice president (programs). Erwin A. Bieltz, American Colortype Co., was named secretary; and Theodore C. Fenn, Jr., Fenn & Fenn, treasurer.

Members of the board of governors are: Gerard Urban, Robert P. Long, Thomas Bent, Arthur Sharples, Richard Vinden Heuvel, and Jack Dubin.

For the club's April 8 meeting at the Advertising Club, a sales forum was planned with Al Somin, Western Printing & Lithographing Co., as moderator. George Hughes, Kindred, MacLean & Co., was to represent the offset viewpoint; Fred Pinkerton, Reinhold Gould, Inc., the paper man's viewpoint, and a third speaker was to represent letterpress printing.

Arrangements are being made to visit a graphic arts plant or laboratory during May. An announcement of plans will be made later on.

Heads Mann Service

John A. Seibert has been appointed manager of American Type Founders Mann offset press service. In making the announcement, R. G. Marquardt, ATF vice president in charge of domestic sales, stated that, effective immediately, all matters of installation, servicing and repairing of ATF-Mann presses in the country will be under Seibert's jurisdiction. His headquarters will be in Elizabeth, N. J.

Under the new set-up, service, repair and installation operations on ATF-Mann presses are a part of the administrative section of ATF's domestic sales division.

T. J. McNally, manager, branch inventories, is in charge of importation, scheduling and routing of ATF-Mann presses, with headquarters in

Elizabeth. E. E. Cudney, manager, service parts, is in charge of procurement, stocking and shipping of ATF-Mann press service and repair parts, with headquarters at the service parts warehouse, Roselle, N. J.

Mr. Seibert has been with ATF for 17 years, first in letterpress and later in offset installation and service work. Since the company began to import Mann presses, he has devoted his time exclusively to the Mann line.

Heads Todd Chicago Plant

The Todd Co., manufacturers of checks and check writing equipment, Rochester, N. Y., has announced promotion of R. E. Carter to manager of its Chicago plant at 1250 W. Van Buren St. Previously Mr. Carter had been a sales representative for the company in the Chicago area.

Milw. Firm Adds Equipment

Dosie & Johnson, Milwaukee, recently put in a Rosback Auto-stitcher, it was announced in March.

Direct Mail Day May 6

"Direct Mail Day" will be observed in New York Wednesday, May 6, with an all-day program at the Roosevelt Hotel, sponsored by 34 national and local advertising and graphic arts groups. Frederic H. Gamble, president, American Association of Advertising Agencies, New York, is honorary chairman. High-light of the program will be the luncheon session.

Arrangements for the day are being set up by John J. Patafio, Ambassador Letter Service, New York, who is serving as coordinating general chairman, and Edward N. Mayer, Jr., James Gray, Inc. as program chairman.

Intl. Craftsmen Assn. Moves

The offices of the International Association of Printing House Craftsmen, Inc., have moved from 18 East Fourth Street, Cincinnati, to Rooms 306-307, Transportation Bldg., 307 East Fourth Street, Cincinnati 2, Ohio. This was effective March 1.



Launch Research on Solvents

Representatives of the Research and Engineering Council of the Graphic Arts Industry, Inc. are shown some of the laboratory facilities of Pratt Institute, Brooklyn, where the Council has established a research project for the study of solvents, dyes, and cleaning fluids used in the printing industry.

In the photo, left to right are: Richard F. Shaffer, J. G. Strobridge, C. M. Hilt, Louis Pollner, Edward J. Triebel, and Joseph Schwartz. The research project will be under the supervision of Professor Shaffer, chair-

man of curriculum and head of the Department of Chemical Engineering. Professor Shaffer has been connected with the graphic arts industry for a number of years as a consultant.

The project will study and report upon the characteristic actions of various types of cleaning solutions on type metal, lithographic plates, engravings, stereotypes, electrolytes, press rollers, and offset press blankets. Fire hazards of these cleaning solutions will also be studied as a part of the project.

Print Transfer on Presses With Bearers

THE mechanical principles involved in the transfer of a lithographic print from the plate to the blanket and to the stock, especially on offset presses which operate with bearers on the cylinders, are discussed in considerable detail in the current issue of "Harris Impressions". The publication, put out by Harris-Seybold Co., Cleveland, devoted the entire January-February issue to the article "Better Print Transfer", written by Howard J. Seel, the company's chief development engineer.

In his introduction, Mr. Seel says, "Two methods of applying pressure exist. The first is used where the plate and blanket cylinders are provided with bearers. It consists of regulating the thickness of the plate and blanket packing in relation to the height of the bearers, and is called 'printing from bearers'.

"The second method is used where the plate and blanket cylinders do not have bearers. It consists either of regulating the mechanism which throws plate and blanket cylinders together, or regulating the thickness of packing to increase or decrease the diameter of one of both of the cylinders. This second method is called 'bearerless printing'."

". . . the bearers are precision-ground, hardened bands of steel, which are fitted carefully over each end of both the plate and the blanket cylinders. When printing pressure is applied, the bearers on the plate cylinder roll in firm, uniform contact with the bearers on the blanket cylinder. The actual surfaces of the plate and blanket cylinders can never contact one another, since their diameters are less than the diameters of the bearers. In order to transfer the image on the plate to the blanket, the space between must be filled by plate, blanket, and the necessary packing. The impression cylinder does not ride on bearers, because offset presses must normally be capable of handling stocks which vary in thickness from several thousandths

of an inch to over thirty thousandths of an inch.

"Assuming reasonably uniform packing thickness, reasonably uniform plate thickness, and reasonably uniform blanket thickness, a controlled .004" printing pressure is maintained across the entire line of contact between plate and blanket. It cannot vary, because both cylinders are held in perfectly parallel contact by the bearers. This unvarying printing pressure is extremely important to the pressman. He knows that it is something he can count on time after time. Once the pressman has measured the thickness of the plate and the blanket, he always knows exactly how much to pack for proper printing pressure.

"The backlash gear assures accurate register around the cylinder. It is bolted to the blanket cylinder gear, or plate cylinder gear.

"When press cylinders run on bronze sleeve bearings, a certain amount of play between the cylinder shafts and the bearings must be present or the cylinders could not turn. The amount of play will, of course, increase over the years because of normal bearing wear. When printing pressure is applied, the plate cylinder shaft is forced against the top of its bearings, while the blanket cylinder shaft is forced against the bottom of its bearings.

"On presses which ride bearers, increased play in the bearings, due to normal wear, will cause no variation in printing pressure. Pressure is controlled between the blanket and plate cylinders by means of the hardened steel bearers, which are perfectly round. Printing pressure thus cannot vary—the bearers keep it constant, so long as packing is not changed.

"On nearly all offset presses at least one of the cylinders, usually the blanket cylinder, is mounted in eccentric bearings. These bearings are turned a short distance by the press throw-off mechanism in order to

move the cylinder into and out of printing position.

"Where plate and blanket cylinders are provided with bearers, the eccentric mechanism is adjusted to bring the bearers together with sufficient pressure to keep them in firm rolling contact. Of course, the force needed to keep this firm rolling contact is greater than the force needed merely to transfer the image from plate to blanket. However, the force with which the bearers are brought together by the eccentric mechanism does not determine the printing pressure between plate and blanket. That is determined by the pressman, when he selects the amount of packing to go under the plate and blanket. Furthermore, once the eccentric mechanism is properly set to maintain bearer contact, no further adjustment is required over a long period of time.

"With bearer-to-bearer contact, . . . there is a minimum of disturbance caused by the [meeting of the cylinder] gaps, since the plate and blanket cylinders are rolling together under considerable bearer pressure throughout each revolution. Deflection and bearing wear are taken up and controlled at all times, both when the gaps are passing and when the plate and blanket are in contact. The smoothness of the rotary motion resulting from the use of bearers is a definite aid to the production of firm dots and uniform solids."

Changes in Cincinnati

Recent new press installations in Cincinnati, O., lithograph plants include a 35 x 45" Harris-Seybold by Technicraft, Inc., and a 10 x 15" Heidelberg by Tri-State Lithographers, Inc. New salesmen at Tri-State are Edward Depenbrock and Frank R. Gordon.

Copifyer Adds a 76" Press

Copifyer Lithograph Corp., Cleveland, is installing a new Harris 52 x 76" two-color offset press. It replaces a 42 x 58" two-color that was sold in February. The company also has a Harris four-color 76" press.

Carnegie Plans Alumni Seminar

Carnegie Institute of Technology's Annual Alumni Printing Management Seminar will be held April 24 and 25 on the Tech campus in Pittsburgh, Pa. One of the largest alumni groups in the history of the Printing Department is expected to return for the seminar. These alumni members, from 43 states and ten foreign countries, are employed in printing and related graphic arts industries.

The highlight of the Seminar will be the annual banquet at Carnegie Inn, where awards including the Printing Honor Prize and Advertising Production Prize will be presented to students in the Carnegie Printing Management Department.

This year's seminar is being conducted as a joint venture by the Printing Management Department under Professor Kenneth R. Burchard, head of the department and by the Carnegie Tech Printers Alumni, with T. G. Bixler, President of the Alumni.

Marsden Moves, Expands

Marsden Offset Printing Co., New York, last month moved from 450 Sixth Ave. to new and larger quarters at 534 Broadway. The company now occupies 5,500 square feet of space, more than double that used in the previous location. A Harris 22 x 34" offset press was added, making two such presses now operated. Equipment also was added in the plate department.

Partners in the firm are A. Marsden, E. Amer, and H. Rubinstein. The company specializes in black and white and flat color work, in short run, fast service jobs.

Three-Knife Trimmer Installed

E. M. Charlton Co., New York bindery recently installed a Lawson three-knife rapid trimmer. It was announced last month. D. W. Schukind, president of the E. P. Lawson Co., New York, said it was the first such machine to be installed in the New York area. The trimmer handles work in sizes from 2 x 3 $\frac{1}{8}$ " up to 11 $\frac{3}{4}$ x 16 $\frac{7}{8}$ ", at speeds of 15 to 25 lifts per minute, with infeeding,

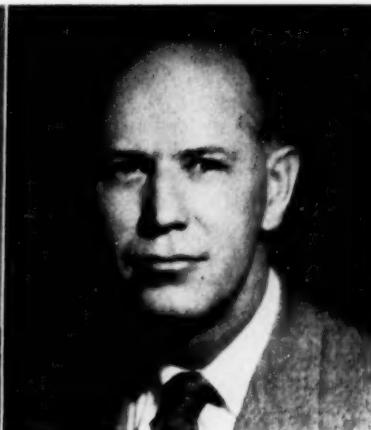
clamping, trimming and delivery handled automatically.

Plan 1954 DRUPA Event

The next International Printing and Paper Fair (DRUPA) is to be held in Dusseldorf, Germany, during the period of May 15 to 30, 1954. As in the last fair in 1951, it will be sponsored by a group of associations and organizations. At that time more than 300,000 visitors attended, and more are expected next year. Exhibit space has been increased.

Syracuse Adds Stitcher

Syracuse Lithographing Co., Syracuse, N. Y., recently added a Rosback Auto-stitcher to its facilities.



Backus Retires from ATF

John A. Backus, left, manager, department of education, American Type Founders, Elizabeth, N. J. retired March 31, it was announced by R. G. Marguad, general sales manager. Mr. Backus is 71, and has been associated with ATF for 28 years. He will continue to be associated with the company on a consulting basis.

John T. Porter, right, formerly Pacific Coast representative of ATF's education department, will succeed Backus.

Joining ATF in 1925, Mr. Backus has for many years played a significant part in building the company's promotion of sales of printing equipment and supplies to the institutional market. He has been active in numerous activities related to training in this field. His first position with the company was as representative for the education department in the New England area. In 1933 he was appointed manager of the department, which had been organized 18 years previously. He formerly had been with American Press Assn., Eastern Steamship Co., and Silver Burdett Co. At Thomas A. Edison Industries he was director of the training department. For nine years he was a public school administrator in Massachusetts and Connecticut and for four years was in trade school adminis-

Gross Joins Steinbach

A. J. Gross, formerly advertising production manager, Remington Rand, Inc., recently joined A. D. Steinbach & Sons, New Haven lithographers and printers, as New York sales manager. Mr. Gross was a member of the buyers' panel at the convention last November of the National Assn. of Photo-Lithographers.

Offset Truck Tours Europe

An exhibit truck, carrying an ATF Chief 24" offset press for demonstration purposes, now is touring western Europe. The press is built for ATF in Sweden. In the U.S. four such "Exhibittrucks" are showing the company's Little Giant letterpress.

tration work in Connecticut. He received his B.S. degree from Tufts College and took academic work at Harvard, Yale, LaSalle Institute of Business Management and Burroughs Hall Institute of Personnel Management.

Mr. Backus is author of works on industrial education, including "Education through Printing," "Graphic Arts — The Foundation of a Liberal Education," "Curing by Printing," and "Why Teach Printing?" He is also co-author of "Facts about the Printing Industry for Schools" and of printing specification folders for schools.

Mr. Porter, who succeeds Mr. Backus, has been an instructor in industrial education at Santa Barbara College, University of California, where he lectured and supervised laboratory work in printing estimation, typography, typographical layouts and design, printing plant management, photo-lithography, typesetting machine operation, and advanced press work. He holds a B.A. degree from the University of California. During World War II he served in the navy, being in charge of production for the "Navy News" Philippines edition, with the rank of lieutenant commander. He has been with ATF for five years, as salesman and as Pacific Coast representative of the education department.



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EVERY BALLERINA knows that a fine performance requires control of every step. The production of fine paper requires the same thing.

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FROM ST. REGIS' OWN FORESTS
comes the raw material to be processed,
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Craftsmen Develop Plans

At the recent board of governors meeting of the International Association of Printing House Craftsmen, approval was given to the program submitted by Homer L. Green, general chairman of the convention committees for the 34th annual convention to be held in Dallas, September 13-16.

Because the majority of the printing establishments in the United States and Canada are relatively small, the convention will provide the type of program that firms of the smaller type need. All clinics are now assigned to craftsmen in the International. Very little specialty house material will be presented this year.

Clinics will include some new subjects this year. One will be on silk screen printing, and another on air conditioning. The latter was decided upon because so many shops now have both letterpress and offset departments and air conditioning is becoming more important when offset operations are involved.

On the social and recreational program is to be a rodeo and barbecue on a nearby ranch.

The Ladies Auxiliary of the Dallas Club of Printing House Craftsmen is expecting a record number of Craftsmen-wives for the convention. A fashion exposition at Neiman-Marcus will be on the agenda. Of recent interest is the inaugural gown of Mamie Eisenhower, designed and executed by this store.

The entertainment chairman, C. M. Gober and the Ladies Auxiliary president, Mrs. Raymond Rushing are in charge of arrangements.

Expanding Educ. Council

Expansion and broadening of the membership of the Education Council of the Graphic Arts Industry was started this month under the chairmanship of James J. Rudisill, president of Rudisill and Co., Lancaster, Pa., and chairman of the ways and means committee of the council. Printing and lithographic plants, which were selected for their reported interest in graphic arts education and training, have been invited to be-

come members.

"The Education Council was formed for the purpose of coordinating the educational activities of the many local and national graphic arts industry groups, as well as to render advisory services and to aid and encourage the development of an educational system which will serve the best interests of management in the graphic arts industry," stated Mr. Rudisill. "It already has the active support of a membership consisting of organizations, groups, and educational institutions."

Additional information concerning the Educational Council may be obtained by writing to the headquarters office, 719 Fifteenth St., N. W., Washington 5, D. C.

McCue Joins Providence Co.

Frank J. McCue of Boston has been appointed sales representative for the Livermore and Knight Co., lithographers and printers of Providence, R. I. Mr. McCue served in the navy during World War II and has been associated with Kipe Offset Process Co. since.



Miller E-B-Co. Inking Train

Exceptionally good ink distribution is secured from the long train of vibrators and distributors which transfer the ink from the fountain to the form rollers. Form rollers are equipped with a patented lateral adjustment which eliminates end play. Two different sizes of form rollers, which are mounted on anti-friction ball-bearings, make possible smooth lays of ink on all types of copy from heavy solids and tints to large, fine-screened halftones and line copy. All intermediate and ductor rollers are interchangeable.

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Four Classes of Fine Papers to Serve Your Customers in Many Ways

Plan for *extra sales* — and count cotton-fiber paper, by Fox River, into the picture!

It's the *versatile* paper . . . look at all its applications!

It commands *attention* . . . crackles like new money.

It lends itself to *fresh ideas* in printing . . . try, sometime, a french-fold circular on light, colorful, strong Fox River Onion Skin!

When there must be *permanence* — such as with legal documents and other valuable records — there is no substitute for cotton fiber!

Plan for *extra sales*!

You have lots to sell when you sell Fox River! Buy from the merchants listed on the opposite page.



Fox River
SatinTone
The Premium Sulphite
... in Letter,
Vellum, and Bristol

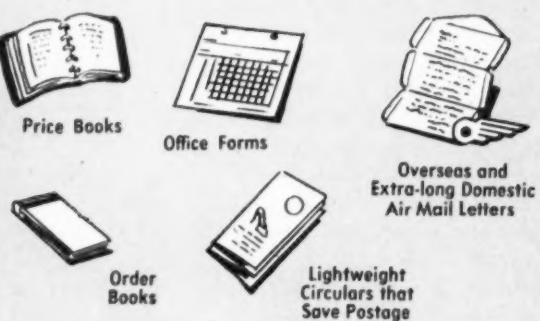
The influence of workers, machines, and skills accustomed to the careful pace of making cotton-fiber papers is now available in a modestly priced sulphite — Fox River SatinTone. Compare with what you are now using.

REGULAR, OPAQUE and TRANSLUCENT BONDS



Translucent master-sheets for
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ONION SKIN LIGHTWEIGHT BONDS



Overseas and
Extra-long Domestic
Air Mail Letters

Lightweight
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Save Postage

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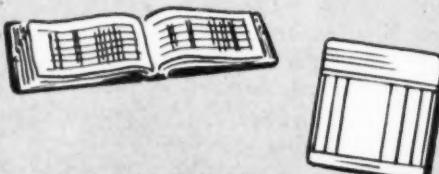


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Craftsmen's Conference Dates

The International Assn. of Printing House Craftsmen has announced the following schedule of district conferences:

First District Conference, Sheraton Biltmore Hotel, May 2, Providence, R. I. Delegate in attendance, International Third Vice President Henry A. Schneider.

Second District Conference, Ten Eyck Hotel, April 25, Albany, N. Y. Delegate in attendance, International Third Vice President Henry A. Schneider.

Third District Conference, Royal Connaught Hotel, May 15 and 16, Hamilton, Ont., Canada. Delegate in attendance, International Second Vice President, Thomas P. Mahoney.

Fourth District Conference, Yorktowne Hotel, May 15 and 16, York, Pa. Delegate in attendance, International Third Vice President Henry A. Schneider.

Fifth District Conference, Olds Hotel, June 26 and 27, Lansing, Mich. Delegate in attendance, International Past President, J. Homer Winkler.

Sixth District Conference, Lake Lawn Hotel, May 23, Delavan, Wisc. Delegate in attendance, International Second Vice President, Thomas P. Mahoney.

Seventh District Conference, The Noel Hotel, May 22 and 23, Nashville, Tenn. Delegate in attendance, International Treasurer, Albert L. Kolb.

Eighth District Conference, Tulsa Hotel, April 17 and 18, Tulsa, Okla. Delegate in attendance, International Past President, J. Homer Winkler.

Ninth District Conference (to be announced).

Pacific Society, Tenth, Eleventh and Twelfth Districts, Huntington Hotel, July 16-18, Pasadena, California. Delegate in attendance, International President, Gordon J. Holmquist.

Fourteenth District Conference, Spalding Hotel, June 19 and 20, Duluth, Minn. Delegates in attendance, International First and Second Vice Presidents, Howard N. King and Thomas P. Mahoney.

Thirty-Fourth International Convention, Adolphus Hotel, September 13-16, Dallas, Texas. International Board Meeting, September 17.

Craftsmen Hold Offset Night

An offset program was the feature of the March 19 meeting of the New York Club of Printing House Craftsmen at the Building Trades Club. Speakers were William M. Winship, Brett Lithograph Co., who is president of the Lithographic Technical Foundation, and Charles W. Latham, lithographic consultant with the LTF and the N. Y. Employing Printers Assn.

Mr. Winship gave some broad facts on the industry, and displayed numerous press sheets which dem-

onstrated masking techniques, other process methods, and also 175 line and 250 line screen work.

Mr. Latham gave more specific details on current methods and developments in lithography.

Moves, Expands in Ohio

The Nessler and Wagner Co., Inc., of Cincinnati, O., distributor of lithograph plant equipment for 35 years, has moved to new and larger quar-

ters at 822 Reedy St. In the former location, the stock was scattered in three adjacent buildings, but is now in 10,000 square feet of space on one floor. President Otto Wagner said the new location will permit more efficient operations, the displaying of more equipment and expansion of the service department. Associated with Mr. Wagner are his two sons, George, who is vice president, and William, secretary-treasurer.

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ARIZONA Phoenix — Butler Paper Co. Tucson — Butler Paper Co.	MISSOURI Kansas City — Birmingham & Prosser Co., Butler Paper Co., Weber Paper Co.
CALIFORNIA El Centro — W. A. Scheniman Paper Co. Emeryville — Pacific Coast Paper Co. Fresno — Sierra Paper Co. Long Beach — Sierra Paper Co. Los Angeles — American Paper Co., Columbia Paper Co., La Salle Paper Co., Sierra Paper Co. Sacramento — Pacific Coast Paper Co. San Francisco — Pacific Coast Paper Co., Seaboard Paper Co.	St. Louis — Birmingham & Prosser Co., Butler Paper Co. Springfield — Butler Paper Co.
COLORADO Colorado Springs — Butler Paper Co. Denver — Butler Paper Co. Pueblo — Butler Paper Co.	MONTANA Billings — Yellowstone Paper Co.
CONNECTICUT Bridgeport — Equity Paper Co. Hartford — Geo. W. Millar & Co., Inc. Madison — Geo. W. Millar & Co., Inc. New Haven — The Arnold Roberts Co.	NEBRASKA Lincoln — Schwarz Paper Co.
DISTRICT OF COLUMBIA Washington — John Floyd Paper Co.	NEW JERSEY Jersey City — Gotham Card & Paper Co., Inc. Newark — Newark Envelope Co.
GEORGIA Atlanta — S. P. Richards Paper Co.	NEW MEXICO Albuquerque — Butler Paper Co.
IDAHO Idaho Falls — American Paper & Supply Co. Pocatello — Consumers Paper Corp.	NEW YORK New York City — Geo. W. Millar & Co., Inc., The Paper Center Inc., Saxon Paper Corp. Rochester — Hubbs Paper Co.
ILLINOIS Champaign — Crescent Paper Co. Chicago — Birmingham & Prosser Co., J. W. Butler Paper Co., La Salle Paper Co., Murnane Paper Co., Whitaker Paper Co. Peoria — Butler Paper Co. Rock Island — C. J. Duffey Paper Co.	NORTH CAROLINA Charlotte — Charlotte Paper Co.
INDIANA Evansville — Butler Paper Co. Fort Wayne — Butler Paper Co. Indianapolis — Crescent Paper Co. Terre Haute — Mid States Paper Co.	NORTH DAKOTA Fargo — Fargo Paper Co. Minot — Fargo Paper Co.
IOWA Cedar Rapids — Butler Paper Co. Des Moines — Birmingham & Prosser Co.	OHIO Cincinnati — General Paper Corp. Cleveland — Chas. A. Koons & Co. Columbus — Cincinnati Cordage & Paper Co. Dayton — Hull Paper Co. Toledo — The Cannon Paper Co.
KANSAS Wichita — Butler Paper Co., Southwest Paper Co.	OKLAHOMA Oklahoma City — Oklahoma Paper Co. Tulsa — Beene Paper Co.
KENTUCKY Louisville — Superior Paper Inc.	OREGON Portland — Fraser Paper Co., West Coast Paper Co.
LOUISIANA New Orleans — Butler Paper Co.	PENNSYLVANIA Philadelphia — A. Hartung & Co., The J. L. N. Smythe Co. Pittsburgh — Brubaker Paper Co. York — The Mudge Paper Co.
MAINE Augusta — The Arnold Roberts Co.	RHODE ISLAND Providence — The Arnold Roberts Co.
MARYLAND Baltimore — The Mudge Paper Co.	TENNESSEE Chattanooga — Bond Sanders Paper Co. Knoxville — Southern Paper Co. Memphis — Western Newspaper Union Nashville — Bond Sanders Paper Co.
MASSACHUSETTS Boston — The Arnold Roberts Co. Holyoke — Judd Paper Co. Worcester — Geo. W. Millar & Co., Inc.	TEXAS Abilene — Southwestern Paper Co. Dallas — E. C. Palmer & Co., Ltd., Southwestern Paper Co. Fort Worth — Southwestern Paper Co. Houston — Southwestern Paper Co.
MICHIGAN Detroit — Butler Paper Co., The Whitaker Paper Co. Flint — Beecher Peck & Lewis Grand Rapids — Central Michigan Paper Co.	UTAH Salt Lake City — American Paper & Supply Co.
MINNESOTA Minneapolis — Butler Paper Co., C. J. Duffey Paper Co., The Paper Supply Co. St. Paul — C. J. Duffey Paper Co.	WASHINGTON Seattle — West Coast Paper Co. Spokane — Independent Paper Co. Tacoma — Allied Paper Co. Walla Walla — Snyder-Creelius Paper Co. Yakima — General Paper Co.
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Solution (per gallon working bath)

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BLACK & WHITE HALFTONES, DUOTONES, BENDAYS, VIGNETTES, SILHOUETTES—for fine screen (up to 300 line) halftone printing, the Lithure plate captures the most delicate details and textures in this wide tonal range combinations of a dense, smooth, solid background with pinpoint round highlight dots, drop-outs and sharp, clean middle-tones and open shadows. Letterpress sharpness and gravure softness—a true test of quality halftone reproduction. **FINE LINE, REVERSES, SOLIDS, TYPE**—look at the fine lines of the bond certificate border on page 4. Every delicate, intricate line is reproduced with a sharpness and cleanliness never before achieved. Like the type faces, they are true, exact reproductions. The delicate script hairlines in the reverse area are a knockout for sharpness and cleanliness. Notice the brilliant color and smooth even lay of the solid areas—another unique feature of the Lithure plate which gives lithography the finest quality reproduction obtained.

Now you can achieve production quality never before possible. That's a strong statement. But it has been *proven*. Yes, proven over the past three years by 21 trade plate-makers and 76 leading lithographic plants who have used this new process commercially.

The key to this quality is the Springdale Lithure Process—a grainless, bimetallic plate combined with a simple, standardized procedure of camera, plate and press work. There is *no mystery* about the Lithure Process. You need no special equipment to use it or to make Lithure plates.

But on single or multicolor presses, at all speeds—on paper, on metal, on plastic surfaces—you can get production results that equal or surpass the finest reproductions of *any* printing method. No longer will you hear the complaints sometimes made of offset—"too grey", "too flat", "not sharp enough", "no brilliance", "not uniform", "too thin in shadows" and so on.

And you will be *proud* to compare Lithure results with the finest other printing processes can offer.

RESULTS YOU CAN EXPECT...

This precision-made, grainless, bimetallic plate (possessing the printing qualities of copper and the wear resistance of chromium) will reproduce on all surfaces every perfect round dot and fine line on your positive film. There are no hills or valleys on the entire plate surface to break up, distort or lose the finest pinpoint dot or line. In addition, the uniform chromium surface of lithostone porosity being less sensitive to grease, keeps the non-printing areas untinted, thereby securing sharper prints; it uses far less water, keeping the work open and clean in middletones, shadow and reverse line areas; improving drying conditions and resulting in stronger colors. Uniform ink attraction guarantees uniform reproduction of tone values over the entire tone scale and solids. And this finer quality repro-

duction is easily maintained from the first impression to the last! **Lithographers have reported runs into the millions with no sign of plate wear!**

PRODUCTION DATA—We have purposely chosen a combination of difficult-to-reproduce subjects on one sheet to show the results you can expect on an **everyday production** basis in your own plant using the Springdale Lithure Process. This insert was commercially printed by the American Colotype Co. of Clifton, N. J., on a 42" x 58" Harris 4-color offset press on Warren's Offset Enamel, sub. 80, sheet size 38" x 50", with Sinclair and Valentine's Zephyr process inks. It was printed "4-up"— *work and turn*. The Graphic Arts Corporation of Toledo, Ohio, produced all the positives and original proofs from Lithure plates. They also produced the original color separations conventionally on the Arlene Dahl subject. The watermelon subject was color-separated on the Time-Life Color Scanner.

FOUR-COLOR PROCESS—*the wide tonal gradations revealed in these four-color reproductions are one of the outstanding results obtained with the Lithure process. Note the pinpoint highlight dots, the sharp, clean middletones and open shadow areas, the clean edge cut-outs, the lack of moire patterns in the flesh tones, the color depth, brilliance and smoothness giving the subjects a sharpness of detail and the illusion of "third dimensional realism."*



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Essentially, the Lithure plate is an ungrained sheet of polished copper which is chrome-plated by an exclusive new process. Because of the flexing strength of the copper sheet, this plate can be re-used and re-chromed as many times as reasonable care permits. No other multi-metal offset plate is controlled in manufacture as precisely as this one.

You can get offset quality never before possible by using Springdale Lithure. It will raise your prestige as a quality shop—bring in the extra business and profits that top-flight color and halftone work command. Your over-all costs are LOWER on many jobs—particularly four-color. The exceptional long life of Lithure plates, plus reductions in lost press time and important ink savings, have saved many THOUSANDS OF DOLLARS for lithographers. And you now have a plate that will come out of storage and print.

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FINER QUALITY

Positive Film Fidelity Reproduction . . . Sharper, Cleaner, Open Dots and Lines . . . Wider Tonal Ranges . . . Less Moisture . . . Less Ink Emulsification . . . Stronger Colors . . . No Scumming or Tinting . . . Uniform Plate Performance for Short or Long Runs and Re-runs.

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Try Springdale Lithure offset plates, yourself. You can order them directly from Printing Developments, Inc. or any one of Sinclair and Valentine's conveniently located nationwide branches. For easy processing in your own plant (essentially the same as deep-etch), you will receive, free, a basic manual of instructions for standardizing camera, plate and press procedures. Or, you can have Lithure plates processed by any one of the following experienced Lithure trade platemakers:

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ST. LOUIS

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NEW YORK

Daniel Murphy and Company, Inc.
Offset Engravers Associates, Inc.
Stockinger Langbein Photo-Litho Corp.

TOLEDO

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Stevenson Photo Color Co.
Sun Litho-Plate Co.

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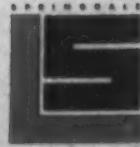
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Philadelphia, Pa.	Atlantic Paper Co.
Phoenix, Ariz.	Wileox-Walter-Furlong Paper Co.
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Portland, Maine	General Paper Co.
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Seattle, Wash.	Blake, Moffitt & Towne
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Spokane, Wash.	Blake, Moffitt & Towne
Springfield, Mass.	Bulley, Dunton & Co.
	(Div. of Carter, Rice & Co. Corp.)
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Tacoma, Wash.	Blake, Moffitt & Towne
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Toledo, Ohio	Paper Merchants, Inc.
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Ft. Dearborn Expands; Adds 4-Color

Fort Dearborn Litho Co., Chicago, has leased 33,000 sq. ft. of space in a new one-story building recently erected in the northwest side suburb of Niles. Operation of a new 4-color Harris offset press at this new place was started in February, while a 2-color Harris was being set up last month, with other equipment to follow. The new quarters, according to Miss Lorraine Furlay, assistant treasurer of the company, were constructed as an addition to a building erected a year or two ago by a building corporation for lease to Religious Greeting Card Co., in which Nick Adler, Jr., president of Fort Dearborn Litho, has an interest, although the two concerns are separate corporate organizations. Fort Dearborn Litho's main plant at 2856 N. California Ave., in Chicago, lies in the path of a proposed superhighway now in the planning stage, so that eventually the company will be forced to move its entire facilities to the Niles site. For the present, however, no changes are contemplated in operation of the Chicago plant, Miss Furlay stated.

Arthur B. Davis Passes

Arthur B. Davis, 75, retired inventor of several modern types of press rollers, and formerly with W. B. Conkey Co., Hammond, Ind., and Crowell-Collier Publishing Co., Springfield, Ohio, died March 14. He had been living in his home at Fort Lauderdale, Fla. He was the father of E. B. Davis, vice president of Ideal Roller & Mfg. Co., Chicago. The elder Mr. Davis had been in charge of mechanical operations of the production department at Crowell-Collier for 30 years.

Wm. C. Dyer Passes

William C. Dyer, president of Acme Printing Ink Co., Chicago and an ink maker for 50 years, died March 14 at the age of 75 years. Last December Mr. Dyer had suffered a fractured leg and other injuries in a fall in his Evanston, Ill., home. On recovering from this accident he resumed his office duties but on March 12 he col-

lapsed at his desk and passed away two days later in Presbyterian Hospital.

Heads Illinois Assn.



Directors of the Graphic Arts Association of Illinois last month selected Frank L. Bagamery, Jr., (above) to fill the post of secretary and general manager, which has been vacant since the death of S. Frank Beatty on Feb. 14. Arthur W. Brooks also was named director of Technical and Educational activities, to fill the vacancy created by the earlier death of Jack Shultz. For the past two years Mr. Bagamery has handled personnel work with the Franklin Association, bargaining agency for Chicago letterpress printers, while his business career also includes personnel work with Continental Can Co. and Uarco, Inc. He served for 3½ years in the Signal Corps during World War II, then entered Illinois Institute of Technology, from which he received a degree in business economics. He has served as a member of the faculty, teaching courses in the general field of economics and human relations. He has also directed the foreman training activities sponsored by five Chicago graphic arts groups.

Mr. Brooks, the new director of technical and educational services for the Association, served in the army Signal Corps during World War I. In 1924 he became an apprentice printer with Rosenow Printing Co., Chicago, and during 15 years there, rose to general superintendent. In 1939 he transferred to American Colotype Co. as production manager of the Chicago plant. He was a consultant to the WPA printing and publishing division during World War II. In 1946 he became production manager for Blokely Printing Co., and later went to Inland Press, Chicago, as general superintendent. In 1942 he was president of the Chicago Craftsmen.

Kenneth G. Ives Passes

Kenneth G. Ives, 60, retired vice president of Newman-Rudolph Lithograph Co., Chicago, died of a heart attack at Palm Beach, Fla., March 10, shortly after participating in a tennis championship contest at the Everglades Club. He is survived by his widow and one son.

Oppose Ill. Sales Tax

Illinois printers and lithographers are currently engaged in another round of their seemingly perpetual contest with the state legislators on application of the Illinois sales tax of 2 percent on ink, paper and other printing supplies. After being exempt for years, a state supreme court decision last December seemed to warrant the director of the Illinois revenue department in slapping the tax back on these elements of every printing job.

Basing their contentions on the principle that imposition of the tax on supplies constitutes double taxation, printing trade groups, service industries and others affected promptly opposed the ruling.

After a legislative committee hearing, a proposed law to settle the controversy once and for all was favorably recommended for passage. Action by the law makers was, however, deferred, pending the April session of the Supreme Court, where a rehearing was to be sought.

Leadership in the many conferences at the state capital on behalf of the printing industry was assumed by the Graphic Arts Federation of Illinois, the Chicago Printing Ink Makers Association and representatives of the paper industry.

Meanwhile the suppliers agreed to bill their customers, the printers, for the 2 percent tax, but have given assurances that if the revenue director's insistence that the tax be paid is upset by the pending action in the legislature or the court, the sums collected will be refunded in due time.

Honored for Aiding Vote

Three Chicago lithographing firms were among 11 Chicago businesses honored by the American Heritage Foundation for their activities in "getting out the vote" at last November's presidential election. Regensteiner Corp. was cited for its unusual poster campaign promoting interest in voting; Meyercord Co., for a series of decals; and the Green Duck Co. for a set of lapel buttons, all with the same objective.

Everybody benefits when you use Ansco Film



Here's what will happen if you ask each of the specialists in your shop *why* he prefers Ansco film. The photographer will give you one set of reasons; the stripper another, and the dot-etcher still different ones. But on one thing they *all* agree—Ansco films make their jobs easier. And because Ansco makes the work easier for so many individuals, it speeds up production all through your plant. This improves the overall quality of work, and thereby builds greater customer satisfaction. Add that all together and it gives *you* some special, personal reasons for preferring Ansco, too!

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You get all the advantages of Anscor Repronith Ortho's high contrast orthochromatic emulsion plus the extreme dimensional stability of the vinyl base material. This special-purpose product is highly recommended in all photomechanical operations where accurate size-holding is of great importance.

For best results
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Los Angeles Forum in Series

The Los Angeles Lithograph Technical Forum, sponsored by PIA, staged its first meeting of the second series of sessions in March at the Los Angeles *Times* Auditorium, with a large turnout. Lou Gandelman, of Kerr Printers & Stationers, was chairman of the forum. On the program were Tom Dalziel, who spoke on "Artwork for Process Color and Color Reproduction;" Sid Jones, of George Rice & Sons, and Morris Marsh, of Jeffries Banknote Co., "Salesman's Viewpoint;" Mike Wolf, Cal Litho Photo-Plate, "Common Mistakes and Remedies."

The April 29 meeting will be devoted to discussion of stripping and its problems. On the panel will be Bill Doyle of Parker Enterprises, Joe Jura of Jeffries Banknote Co., Elmer Lange of Scott & Scott, Dick Rowbotham of Dependable Folding & Binding, and Stan Spencer, of Carter & Galantin. The May 27 meeting will be concerned with new trends in platemaking, with John Anderson of Photo Litho Supply Co., Stephen Austen of Pacific Press Inc., Howard Jones of Copy Rite Co., and Joe Jura, Jeffries Banknote Co.

Portland Firm Expanding

As part of an expansion and reorganization program, the Acorn Press, Portland, Ore., is installing a Michle vertical press, according to Ralph E. Disney, owner. The Acorn Press, which is equipped with both offset and letterpress equipment, is one of the older shops in Portland, having been in business nearly 50 years. Mr. Disney has been managing owner since 1946.

Adds Press in Oregon

The Salem Blueprint Co., Salem, Oregon, recently completed installation of a 29" Michle offset press, said to be the first such installation in the Pacific Northwest.

Litho Winners Displayed

Award-winning litho specimens were shown February 25-26 at the Multnomah Hotel, Portland, Ore., under the auspices of several Portland lithographers. An exhibit of the Na-

tional Lithographers Association, the work is touring the United States.

Milt Bell of Abbott Kerns & Bell Co. was in charge of arrangements for the display.

Burke Heads Calif. Council

Frank J. Burke, Independent Pressroom, San Francisco, was elected chairman of the Graphic Arts Council of California, as it met recently in San Diego. He succeeds Herbert Silvius of Silvius & Schoenbackler, Sacramento. The council is seeking a solution to the competition of the State Printing Office, and of out-of-state producers of school annuals.

Miller Opens L. A. Branch

The opening of a new branch office in Los Angeles has been announced by A. E. Searle, vice-president and sales manager of Miller Printing Machinery Co., Pittsburgh.

C. C. Kohler has been named branch manager for the new sales and service office in Room 905 Tishman Building, 3450 Wilshire Blvd., Los Angeles. It is anticipated that this office will facilitate the serving

of Miller customers in Southern California, Arizona and New Mexico.

Frank Betlock, formerly manager of the San Francisco office, has been promoted to assistant sales manager and has assumed his new duties in Pittsburgh, as reported here last month.

T. F. DeNormandie, who has been with Miller in the Cincinnati area, has been advanced to branch manager at San Francisco.

Hold L. A. PAR Session

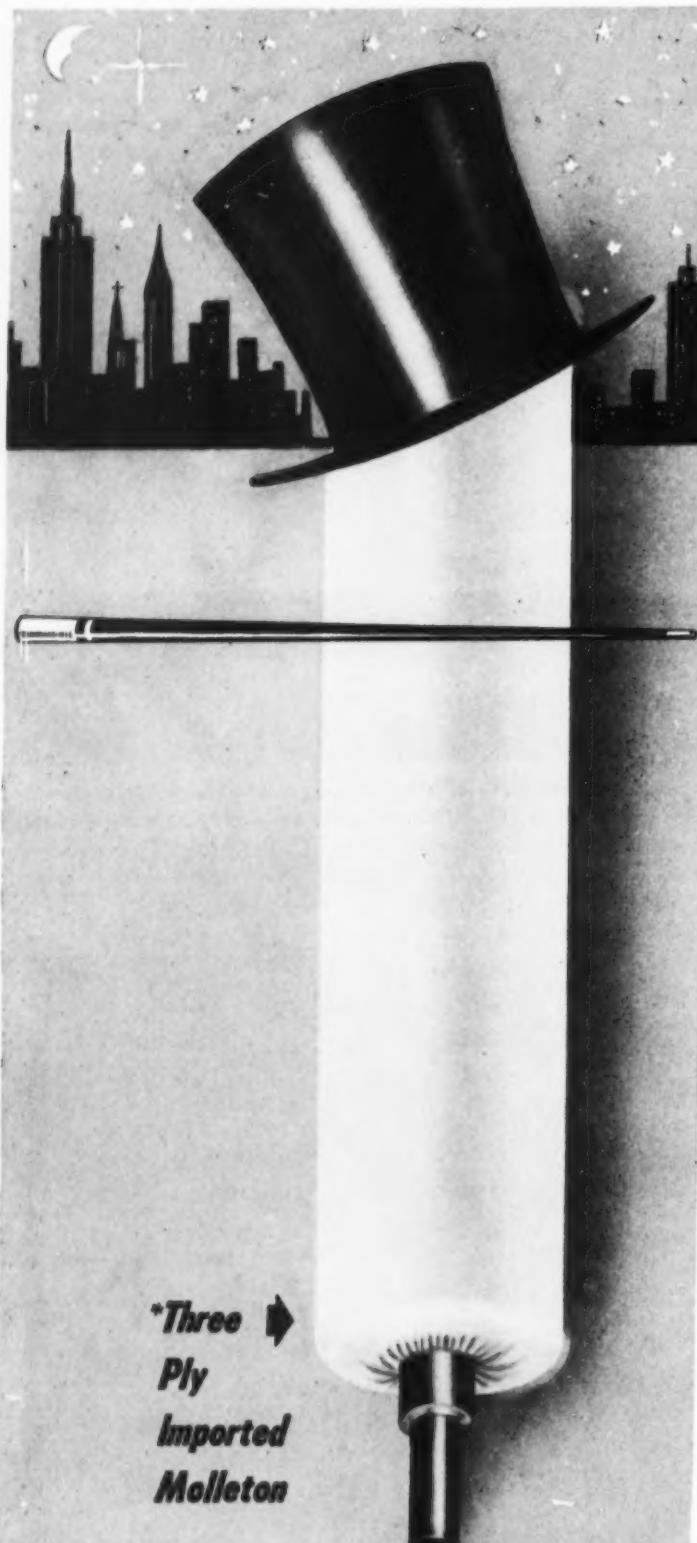
Methods of lowering costs and fighting the profit squeeze were imparted in an intensive cram course to 40 Los Angeles printing plant management men in March during a National PAR training conference at the Hotel Statler. Conrad F. Stuhlmiller, PAR instructor, from Western Printing & Lithographing Co., St. Louis, conducted the conference series which lasted a week. PAR is a reference manual used by printers as a guide to what production a plant should get from its various machine and hand department operations under efficient conditions.



Craftsmen See Demonstration

About 150 members and guests of the Craftsmen's Clubs of Sacramento and Oakland attended an offset press demonstration Feb. 26 at the ATF offices in San Francisco.

Two presses were shown, an ATF 24, and ATF Mann L-135. Shown at left of press above are Frank Fenzl, ATF factory demonstrator, and A. R. Bink (pointing), offset division manager. The affair was held during an open house at the company's offices.



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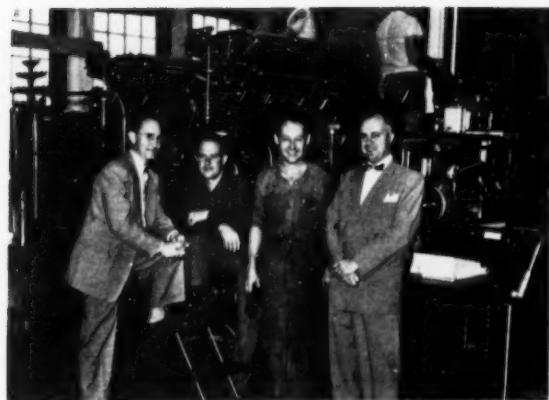
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Indiana Co. Adds 2-Color

Studio Press, Indianapolis, recently installed this ATF Mann two-color offset press. Shown here with the British-made press, which is distributed by ATF, are L. to R.: Jim Haigdon, ATF, Indianapolis; Charley Staudach, press demonstrator; Phil Basaw, ATF supervisor-erector; and Louis A. Croplis, ATF, Cincinnati.

To Mark 1st Cincinnati Shop

The graphic arts industry of Cincinnati, O., will place a plaque, commemorating that city's first print shop, in the new Public Library, now under construction. The commemoration is being sponsored jointly by the Miami Valley Lithographers Association, Cincinnati Club of Printing House Craftsmen, Graphic Arts Association of Cincinnati and Ohio Printing Industry.

The first print shop in Cincinnati was operated by William Maxwell, who began publication of the first newspaper in the Northwest Territory, the "Centinel of the North-Western Territory," on Nov. 9, 1793. Maxwell also printed the first book in the territory, "Maxwell's Code."

Hennegan to Show Posters

The Hennegan Co., of Cincinnati was arranging an elaborate display of posters lithographed by the firm for the annual exhibit of the Cincinnati Art Directors Club from May 16 to 27 in Hotel Sinton. The exhibit features posters used to advertise the hit motion picture, "Peter Pan." The company is now working on a series of posters for the coming film, "The Robe."

Cincinnati Co. Moves

The Offset Plate Graining Co., Cincinnati moved recently into its own building at 3011 Massachusetts Ave., where it occupies a one-story, concrete block structure, 47 x 77 feet in size. There also is ample parking space on the lot. New equipment

installed in the new plant includes a 150" Zarkin graining machine and an 18' drier, which was made to order by Albert Kirst of Cincinnati.

This is the third expansion move since the firm was organized in 1937 to serve lithographers in southern Ohio, northern Kentucky and southeastern Indiana. During an "Open House" on Feb. 28, more than 250 persons inspected the new plant, according to Jack H. Loos, owner.

Admit Three Foreign Clubs

At the February mid-winter board of governors meeting of the International Association of Printing House Craftsmen, Inc., participating membership charters were granted to the Havana Club of Printing House

Craftsmen, Havana, Cuba, to the Christchurch Club of Printing House Craftsmen, Christchurch, New Zealand, and to the Victorian Division * Printing Industry Craftsmen of Melbourne, Australia.

Harry B. Friedenberg, Detroit, chairman of the participation committee, reports that applications for membership have been received from Zurich, Switzerland, and from Stockholm, Sweden.

The participating members enjoy the same educational and research facilities that are now available to the 92 affiliated clubs of the International located in the United States, Canada, Hawaii and South Africa, however they are not eligible for elective offices of the International.

Heads Parke, Davis Plant

John B. Nicol has been appointed superintendent of the printing, paper box and paper stores division of Parke, Davis & Co., Detroit. It was announced in March, Earl W. Walke, director of U. S. and Canadian production, said Nicol would succeed Gust A. Hoffmann, who retired this week after more than 50 years with the pharmaceutical firm.

The Parke-Davis printing department, is said to be the largest private printing plant in the country. Mr. Nicol, joined the firm in 1933.



Books Show Tints and Screens

Printing Service Co., Dayton, has just issued the two volumes shown here, which are offset color and screen guides. Specimen material in the books is the same, but one is on coated stock and one is on offset stock. One page is devoted to each of numerous colors, and each page shows a halftone, a solid with white reverse type,

and also with black type overprinted. Also shown are six tint gradations, also with overprinting and reverse type. The books show just how far an art director, advertiser or production man can go in using specific colors. Customers of the company can specify tint strengths and colors directly from the books. Jacob Worner is president of Printing Service, and William D. Heermann is sales manager.

1477 JUNIOR JET GOLD-MINES Shipped in Past 33 Months

The Junior Jet 17x22 Five-fold Life-time GOLD-MINE

5 folding sections . . . 1, 2, 3, 4 or even 5 folds in 1 operation. 60 popular styles of folds, parallels or right angles and, of course, parallels and right angles in the same operation, 4 pages to 24 pages. Multiple folding . . . two or more on and cutting out bleed trims and end trims while folding.

Continuous-feeding
Suction-Pile Feed

- Closest precision construction insures feeding thinnest stock . . . onion skin or Bible stock.
- Perfection in accuracy . . . at highest speed.
- Fastest folder ever built . . . greatest production, therefore greatest profit.
- A little bindery in itself . . . for it's also a lightning-speed Automatic Perforator . . . Automatic Cutter . . . Automatic Scorer . . . Automatic Folder.

Only \$100 initial and \$43 a month for 30 months, no finance charge
(just simple interest 6% per annum on unpaid balance)

IN THE 50's, THE 60's, THE 70's . . . IT WILL RETURN ITS INVESTMENT MANY TIMES OVER
Why try to do without it . . . how much will it COST you to be THAT foolish?

RUSSELL ERNEST BAUM, Inc.

WORLD'S GREATEST FOLDER VALUES - Over 20,000 Baumfolders creating profit daily

615 CHESTNUT STREET, PHILADELPHIA 6, PA.

Keating Heads Balto. Office

James Keating has been appointed manager of the Baltimore office of Bingham Brothers Co., Edna L. Travers, company president, announced in March. Mr. Keating, who has been assistant manager, succeeds Albert H. Miller, who has been branch manager in that city for 32 years. Mr. Miller, with the company 17 years, asked to be relieved of the duties of management because of his health. He continues his connection as a company director and a roller consultant.

The following officers were elected at the company's annual stockholders meeting, March 23: Edna L. Travers, president; W. H. Brittingham, vice president; Benjamin E. Gates, secretary; and Kenneth E. Butler, treasurer. The company's headquarters are in New York.

Du Pont Shifts Four Men

Four personnel changes in the Du Pont Company's Photo Products Department were announced by the company April 1.

Robert N. Kidwell, assistant manager of the Parlin, N. J., photo products plant, is being transferred to the Chicago district sales office as assistant district manager.

Harlan L. Graham, Jr., currently assistant manager of the Rochester, N. Y., plant will succeed Mr. Kidwell as assistant manager at Parlin.

Paul H. Smith, research supervisor in the technical division at Parlin, is being appointed assistant manager of the Rochester plant, and will be succeeded at Parlin by Ivar A. Lundgaard, who has been an assistant to the director of production in Wilmington.

All have been with the firm over 10 years.

Miller Distributes Booklet

The Miller line of letterpress presses is described and illustrated in a new die-cut booklet just issued by Miller Printing Machinery Co., 1101 Reedsdale St., Pittsburgh 33, Pa. Titled "Six Keys to Better Letterpress Production", the booklet is available on request.

Plan Blattenberger Dinner

A testimonial dinner honoring Raymond Blattenberger, newly appointed Public Printer of the U. S., is being planned by the Printing Industries of Philadelphia. The event is planned for May 14 at the Union League.

Offers "Shorecolor" Process

Kardonne Advertising Agency, 833 Broad St., Newark, N. J. has been appointed a dealer to handle "Shore-

color" process four-color printing, the agency announced in March. The announcement claims that the process, recently developed, now makes available full natural four-color process printing by the offset method on Kromekote paper at "greatly reduced costs."

The savings are effected through an exclusive process for making the fine screen plates "at less than 1/10 the usual plate cost." Sheet sizes run up to 22" x 28".

INFLATION LICKED!

Dear Graphic Arts Industry:

YOU made it possible. You mailed . . . wired or phoned countless orders, eliminating all sales costs and enabling us to ship over \$9,000,000. worth of BAUMFOLDERS the past three years, at the Miraculously-low . . . Pre-Korean 1950 prices.

Since 9/1/49 we gave five wage increases totaling 42¢ an hour and absorbed 20% to 35% increase in cost of aluminum . . . steel . . . motors . . . pumps, etc. So, today, some models being sold for less than actual cost and (regretfully) a moderate increase is inevitable . . . to take effect, without further notice, in April. Therefore . . . DO order YOUR "Gold-Mine for a Life-Time" NOW. As low as \$100. initial . . . balance 30 months out of increased "Velvet" PROFITS. No finance charge . . . just simple interest.

Phone me NOW . . . collect . . . Lombard 3-8164 . . . Philadelphia. Let's talk it over. Thanks a million.

Russell Ernest Baum

Lombard 3-8164

615 CHESTNUT ST., PHILADELPHIA 6, PA.

POPAL SYMPOSIUM

(Continued from Page 60)

graphing firms and several lithographic brokers had exhibits.

The show revealed the increasing use being made of other materials, such as plywood, plexiglass, etched glass, metal, wire and plastics, particularly the latter. Ingenious counter and floor merchandise dispensers and floor stands were shown by several lithographers and others. The place of decalcomanias in point of purchase promotions was emphasized and considerable attention was drawn to the growing use of moistureless, pressure sensitive adhesives. New ideas in motion, sound and light, including black light, were demonstrated by various exhibitors and fluorescent inks were given due recognition. "Mobiles," which are receiving extravagant recognition in the art world, were introduced into some of the displays. ★★

Noted in the show was the trend to combinations of different materials and production processes, offset with screen printing, lithographed paper with plastic moldings for three-dimension effects, offset printing on plastic sheets which are subsequently molded into forms realistically combining the natural colors reproduced by lithography with the shape of the object represented.

William L. Stensgaard, president of W. L. Stensgaard Assoc., Chicago, was re-elected president of POPAL, and Edward K. Whitmore, president of Oberly & Newell Lithograph Corp., New York, was re-elected chairman of the board. Walter J. Ash, Consolidated Lithographing Corp., Carle Place, N. Y., continues as 1st vice president. William M. Harris, of William Melish Harris & Assoc., New York, was elected second vice president, and Paul Godell, Arvey Corp., Chicago, was re-elected western vice president. Harry Fenster, L. Fenster & Sons, was renamed treasurer, and J. Kingsley Gould continues as executive secretary.

Following is the list of lithographers occupying space in the show: Chicago Show Printing Co., Chicago;

Consolidated Lithographing Corp., Carle Place, N. Y.; Edwards & Deutsch Lithograph Co., Chicago; Einson-Freeman Co., Long Island City, N. Y.; Forbes Lithograph Mfg. Co., Boston; Industrial Lithographic Co., New York; Inland Lithograph Co., Chicago; Ketterlinus Lithographic Mfg. Co., Primos, Pa.; Kindred, MacLean & Co., Long Island City, N. Y.; Magill-Weinsheimer Co., Chicago; McCandlish Lithograph Co., Philadelphia; The Meyercord Co., Chicago; Niagara Lithograph Co., Buffalo, N. Y.; Oberly & Newell Lithograph Corp., New York; Progress Lithographing Co., Cincinnati, O.; Schmidt Lithograph Co., San Francisco; Snyder & Black, Inc., New York; Sweeney Lithograph Co., Belleville, N. J.; U. S. Printing & Lithograph Co., Mineola, N. Y.; Stanley Wessel & Co., Chicago. ★★

LNA CONVENTION

(Continued from Page 41)

be devoted to "Management's Responsibility in Industrial Relations," with a recognized authority to lead the discussion. Ample time has been allotted for a full consideration of lithographers' problems in this field and a lively discussion period is anticipated, the association predicted.

"Management's Responsibility to Management (Itself)" will be the opening theme under discussion on Thursday morning with speakers prepared to draw some definite conclusions concerning lithographers' responsibilities and obligations to themselves as heads of important and profitable businesses. The concluding inspirational speaker, an analyst of men and of contemporary events, will summarize the discussions in dealing with "Management's Responsibility to the Future of the Free Enterprise System."

The annual LNA dinner will be held Thursday evening, and as is usual, with no speakers, but music and entertainment.

The winners in the 3rd Lithographic Awards Competition will, of course, be on display throughout the convention. Judging of the entries in the

competition was completed the latter part of March.

The LNA competition is probably the only national competition in the graphic arts in which entries are not rated chiefly on art and design. In this competition the quality of the lithography rates a possible 50 points, art and design 25 points, and functional value of the entry rates a possible 25 points. The judges did their own screening to eliminate all except those selected for detailed scoring.

Particularly noticeable in the material entered was the increased use of light and motion and of transparencies in the displays, and also the large amount of material entered from the automotive and pharmaceutical industries. An increasing use of lithography for periodicals also was noted. Work in halftone screens 150-line or finer was noticeable in several of the 44 classifications. The quality of lithography on metal and for decals was unusually good for such entries. Only lithography produced in 1952 was eligible for entry.

The winning entries will be announced at the official opening of the Exhibit in New York on May 18th at the Architectural League Gallery, 15 East 40th Street, where they will be on display until May 29th, and then be exhibited at LNA's convention in Chicago. A traveling exhibit will then tour the principal cities.

Solomon Joins Industrial



Industrial Lithographic Co., Inc., last month announced the appointment of Charles "Budd" Solomon (left) to the position of merchandising consultant. Mr. Solomon, for many years advertising manager of the American Safety Razor Corp., will help develop Industrial's "creative-selling" which gives the buyer of Point-of-Purchase materials the advantage of time-tested methods applied by advertising agencies to other forms of media. It offers advertisers pre-tested ideas with proven records of successful sales.

During his years as an advertising executive, Mr. Solomon devoted much of his time to the display field and served several terms as a director of the Point-of-Purchase Advertising Institute.

Industrial's plant is in Brooklyn, and the executive and sales offices are at 285 Madison Avenue, New York.

Herbick & Held, Pittsburgh, Marks 100th Year

HERBICK & Held Printing Co., said to be Pittsburgh's largest printing establishment, celebrated its 50th birthday April 1. The organization was founded on April 1, 1903 with three cylinder presses and a staff of ten, including the founders. Today Herbick & Held occupies a three-story building covering most of a city block. Its annual volume of business (offset and letterpress) is more than three million dollars. Some 250 people work at the plant, which operates two shifts.

The company grew steadily through its first few decades, and especially during the early 1920's when it acquired six rival companies in quick succession. In 1936 the plant was hard hit by the record-breaking St. Patrick's Day flood. Rising waters of the Allegheny river filled its basement and stood seven feet high in the first floor mechanical departments. The company moved urgent work to the printing department at Carnegie Tech and a few days later became the first flooded printing plant in Pittsburgh to resume operations at its own site.

In World War II Herbick & Held took over part of the vast job of printing ration forms. Nearly ten million books of ration stamps and approximately 30 million gasoline stamps came off the company's presses.

Recently the firm contracted for the ninth consecutive year to print the programs for the Pittsburgh Pirates. In a city where baseball is so popular that its eighth-place entry played before a million customers in a single year, this is a large assignment. Program orders are placed separately for each series and trades, draft calls, reassessments and recalls keep the nine shopmen assigned to the job on the jump throughout the season.

Sizable investments in equipment and personnel, especially since the end of World War II, have helped to bring Herbick & Held to its present status. It is said to have the



Albert C. Held

largest offset and printing press rooms in western Pennsylvania, with seven and fifteen presses, respectively. Other purchases have given it a number of items unique among local printing establishments, such as a 40-inch A.T.F. color precision camera and a Sheridan inserter - stitcher - trimmer for the firm's extensive bindery operations.

President of "H&H" is its oldest employee, Albert C. Held, who joined the organization at its founding as a boy of 16, having already had one year of experience with the old Pittsburgh *Dispatch*. "Bert" Held took over the company's reins upon his father's retirement in 1928.

Wolff Speaks at Phila.

Further increases in prices for printing and lithography to meet rising costs will result in diminishing sales, and the answer to the problem is better management, according to John M. Wolff, president of Printing Industry of America, Inc.

He developed this theme in a speech March 10 at the Spring Luncheon of Printing Industries of Philadelphia, Inc. Mr. Wolff, who is vice president of the Western Printing & Lithographing Company, St. Louis, is on a tour of various cities to advocate "Better Profits Through Better Management."

"The printing and lithographing

industry," he said, "is faced with a continued shortage of skilled help and lower margins of profits. We have got to come up with some satisfactory answers to meet this problem. I don't think we can continue to raise prices, but we can do something about better management.

"We are paying a lot of attention to training of craftsmen but I think we have neglected management training. It is just as important."

He said the big need of the industry is the adoption of production standards and controls. In that connection, Mr. Wolff urged further use of PIA's Production PAR.

Jarden Co. Sold

The Jarden Lithographing Co. ended 45 years of operation when the final papers on the sale of its plant building in Philadelphia were signed recently. The firm had ceased doing business December 31.

George W. Jarden and James H. Finley formed their partnership in 1907 when they succeeded W. H. Jarden & Company, at 1215 Race Street. Shortly afterward they moved to 310 North Eleventh Street, where they remained until 1920, when they built their own one-story building at their final location, 308-12 North Tenth Street. The company specialized in labels.

Penn Instrument Works purchased the building, American Decalcomania Company bought the lithographing presses, and Kennedy-Hearing Company acquired the cutters.

The former partners, both past 65, are planning to rest and travel, with Florida first on the agenda.

Phila. Firm Expands

Independence Press, Philadelphia, has added 2,500 square feet to its present third-floor location at 123 North Fourth Street, increasing the area to 6,500 feet. Joseph S. Aupperle is proprietor of the five-year-old firm.

In addition to expanding its floor space, the offset house has added a 24" camera, a 36" whirler and plate-maker, and developing and platemaking equipment.



nce upon a time gummed paper was
a bad actor in the pressroom * but
now with Trojan Gummed Printing
paper the jobs go through on schedule



Yes, gone is that familiar curl of other days that ruined press schedules and made life miserable for all printers who had to handle gummed paper.

While many in the label trade may instinctively shudder when gummed paper is mentioned, their apprehension is baseless, because with Trojan Gummed Printing Paper there is no more trouble than with

bond, or offset or enamel, if the ordinary precautions are taken to adjust to the characteristics of each.

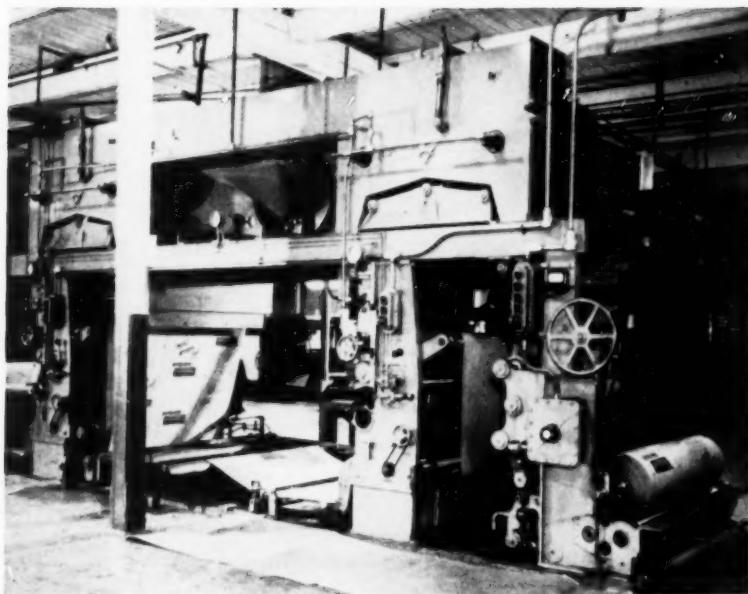
Trojan Gummed Printing Papers are non-curling in ordinary use because they're specially processed, both stock and adhesive, to lie flat. So, for trouble-free performance call on your Trojan paper merchant who can fill all your needs.

*Your Trojan Paper Merchant can also supply you with
Trojan Foil Paper for profitable seal and label production.*

THE GUMMED PRODUCTS COMPANY

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Atlanta • Chicago • Cincinnati • Cleveland • Los Angeles
New York • Philadelphia • San Francisco • St. Louis



Mile of Printing in 5 Min.

A mile of gravure printing every five minutes rolls off this ATF-Klingrose two-color gravure press which is now running in Sorg Paper Company's expanded converting operations. The paper mill and converting plant, located in Middletown, Ohio, operates this and several other presses, including inline (flexographic), surface coat-

ing and other processing equipment. The above press prints, dries and rewinds a web at the rate of 1,000 feet a minute. Printed rolls are delivered to the customer for further processing into packaging material. The Sorg Company works with The Gardner Board & Carton Co., also located in Middletown, in meeting an increasing demand for such packaging materials.

PIA. Pressmen Conclude Pact

Officers of the Union Employers Section of Printing Industry of America and the International Printing Pressmen and Assistants' Union of North America (AFL), meeting for an informal two-day conference at Pressmen's Home, Tenn., on March 14 signed a five-year International Arbitration Agreement which establishes uniform codes of procedure and standards for conducting arbitration in the commercial printing industry.

The agreement is unique in industrial relations in that it provides for arbitration not only of disputes arising out of current agreements but also of any differences concerning the terms of new collective bargaining agreements, thereby removing the prime source of industrial conflict, the announcement states.

Union President Thomas E. Dunwody and Arthur Snapper, president of the employers' group, expressed confidence that the new agreement, like its predecessor agreement negotiated in 1947, will go a long way toward the promotion of good labor relations in the printing industry.

Robertson Advances Two

In keeping with the expansion program recently instituted by Robertson Photo-mechanix, Inc., Chicago, Leonard S. Florsheim, Jr., president, last month announced the appointments of Joseph F. Vancata as assistant to the president, and Cornelius A. (Connie) O'Brien as commercial sales manager.

Mr. Vancata has been with Robertson since 1933. Prior to his present advancement, he was general manager of this 33-year-old Chicago concern, manufacturers of photomechanical equipment. In addition to his new duties, he will continue handling all government and military contracts.

Associated with the graphic arts industry for 10 years, Mr. O'Brien joined Robertson in 1952 as one of the company's eastern technical representatives. In his new capacity, Mr. O'Brien will be in charge of industrial and graphic arts sales.



Pick LNA Award Winners

The large panel of judges selected for rating the entries in the 3rd Annual Lithographic Awards Competition, sponsored by the Lithographers National Assn., met with representatives of the awards and exhibit committee of the association at a luncheon meeting at the New York Advertising Club on March 6th. Paul R. Long, Ketterlinus Lithographic Mfg. Co., chairman of this committee, explained the method of judging the material entered, and organized the panel of judges into groups, each group to rate only selected classifications of material for which they are particularly qualified.

The results of the judges' selections will go on exhibit May 18th for two weeks at the Architectural League Gallery, 115 E. 40th St., New York, and will then be shown

in Chicago June 16 to 18th at the 48th annual convention of the LNA at the Edgewater Beach Hotel.

The current competition is the third one sponsored by LNA. Entries indicate marked interest on the part of buyers and planners of printed material, with the number of entries close to that entered last year in Chicago. Judging was completed late in March.

LNA's competition has proved to be a really worthwhile promotion for publicizing developments in the lithographic process, the committee reported. During the past year, with the exhibit of the 2nd competition traveling the country, it is estimated that 20,000 have had the opportunity to view the best in lithography today.

Research Group Meets May 14

The annual meeting of the Research and Engineering Council of the Graphic Arts Industry is planned for May 14 and 15 at the St. Paul Hotel, St. Paul, Minn. A feature of the meeting is to be a tour of the plant and laboratory of Minnesota Mining & Mfg. Co., and demonstrations of its graphic arts products.

Henry W. Kortlander Dies

Henry W. Kortlander, 71, retired vice president and general manager of Western Lithograph Co., Los An-

geles, died March 28 after a long illness.

Cal. Ink Manager Dead at 64

Mervyn H. Lipman, 64, Northwest Manager for the California Ink Co., was found dead March 2nd at his apartment in Seattle, a victim of a heart attack. Replacing him as Seattle manager is Ray C. Miller, sales representative in Seattle for the company since October, 1922.

Mr. Lipman had been with the company for more than 30 years and had served as manager of the Seattle

branch for all but the first two or three years of that period.

Addresses Chicago Craftsmen

Self advertising by printers was the discussion topic at the March 17 meeting of the Chicago Club of Printing House Craftsmen with W. T. Clawson, advertising manager, Miller Printing Machinery Co., Pittsburgh, Pa., as guest speaker. Various types of self advertising were examined by Mr. Clawson, with special emphasis on direct mail. Included also in his talk were specific case histories of self advertising and what they have accomplished. A comprehensive exhibit was presented of prize winners in the recent PIA self advertising contest.

New members of the Chicago Club of Printing House Craftsmen include Walter Stearns, president of Right-mire, Berg Co., trade platemaking plant; H. B. Ely, Uniform Printing and Supply div. of the Courier-Citizen Corp., and three ink men: Edward A. Kalmar, head of IPI's process ink dept.; Raymond F. Lecture, printing ink div., Product Development Corp.; and John A. Streicher, midwest technical service representative, J. M. Huber Corp.

Swart-Reichel Closes

Swart-Reichel, Inc., New York trade platemaking plant, was scheduled to close April 11, and equipment was being offered for sale early this month. The company was formed in 1935 as the platemaking operation for Rogers-Kellogg-Stillson, Inc., which now is part of Publishers Printing Co., New York. It was located during recent years at 210 West 40 St.

Mr. Reichel, one of the original partners, died about eight years ago, and George R. Swart has operated the business. He is selling the equipment, but is continuing his graphic arts machinery business at 461 Eighth Ave., New York.

John Scharffenberger, formerly with Swart-Reichel, has joined Daniel Murphy & Co., New York trade platemakers. Effective April 15, he was to be in sales and service. Mr. Scharffenberger is a member of the board of the Litho Club of New York.

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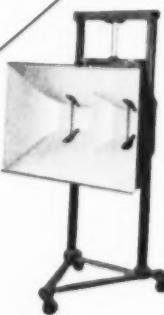
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NONSPOT reflectors insure even light distribution. Lamps sturdily constructed and easy to handle.

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MACBETH ARC LAMP CO.

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141 Berkley Street

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Dr. Grayson Kirk, (left), president of Columbia University and Thomas Roy Jones, president of Daystrom, Inc. (ATF) operate an 1830 Ramage press, marking the an-

nouncement of Columbia's plans for a new Graphic Arts Center. Mr. Jones has been named general chairman of the campaign committee to raise a \$750,000 endowment.

Columbia Univ. Launches Graphic Arts Center

COLUMBIA UNIVERSITY announced plans March 25 for the establishment of a Graphic Arts Center on the Morningside Heights campus, New York. The announcement was made by Dr. Grayson Kirk, president of the University. At the same time, Thomas Roy Jones, president of Daystrom, Inc., parent firm of American Type Founders, was named chairman of the program to raise the necessary funds. A goal of \$750,000 has been set.

Under this plan Columbia will open her "unparalleled resources" to the industries on a service basis for research, study and exhibition purposes, and will train administrative and executive talent for the graphic arts industry in all of its phases. This means that the more than 30,000 volumes and more than 100,000 items presently stored away in the Columbia libraries will be made available to the industries.

In announcing his plan for the campaign for this program, Mr. Jones stated: "For many years we in the graphic arts industry have felt the need for making our industry more attractive as a career possibility to well-qualified young men and women. We have endeavored, individually and through our associa-

tions, to encourage our employees to broaden the scope of their liberal arts education. It is only through such measures that we may hope to produce the administrative leadership that we must have if the industry is to remain economically sound. What Columbia proposes to do may well be one of the greatest things that has happened within this vast industry in the span of our lifetime."

Included in the Columbia holdings are many of the outstanding graphic arts collections in this country. Examples are the former American Type Founders Typographic Library and Museum, the Epstein Collection on the history of photographic processes as they relate to printing, the complete file of books published by the Overbrook Press, a valuable collection of lithographs covering a century of the art furnished by the Sun Chemical Corp. (F. & L. Collection), and a full set of the "Fifty Best Books of the Year" contributed by the American Institute of Graphic Arts.

The first step in the Graphic Arts Center plan will be to catalogue these materials and make them accessible to people in the industry and to students. A workshop then will be provided to which companies can send

employees for study of original graphic arts materials. Later on, seminars and lectures will be given, according to the plan, looking toward improved techniques in present-day printing. And photographic reproductions of material in the collections will be made available at cost.

An enlarged educational offering in the graphic arts subjects has already been instituted. The School of General Studies, which specializes in adult education for regularly-employed people, is accelerating its training program so as to make possible, for the first time, a Bachelor of Science degree with a major in graphic arts. Students were able to matriculate for this degree for the first time in September 1952. Would-be executives and administrators in printing, publishing, and allied industries will be able to take a full schedule of courses both in graphic arts and in general administration. Graphic Arts courses presently being given cover: the fundamentals of printing, printing types, color in industry, etching and lithography, calligraphy, book design and production, editing and publishing, principles of advertising, and fundamentals of bookbinding.

As the educational aspect of the Graphic Arts Center develops, it is contemplated that courses in business administration, industrial engineering and plant management will be incorporated into the over-all program. In this way a complete education will be made available for graphic arts executives. Top-flight instructors actually working in each field teach the courses.

Mr. Jones announced that the organization to raise the necessary funds is just about complete and includes 22 trade associations in the graphic arts and 27 individuals who are leaders in various phases of the graphic arts. The executive committee is composed of: Bromwell Ault, Interchemical Corp.; George R. Beach, Provident Institution for Savings in Jersey City; Reginald Clough, Tide Magazine; Harold M. Davis, Delaney, Inc.; James H. McGraw, Jr.; Arthur H. Motley, Parade Publications; and Walter Dorwin Teague, Walter Dorwin Teague Asso-

ciates. The 22 sponsoring organizations include: American Institute of Graphic Arts; International Association of Printing House Craftsmen, Inc.; National Association of Photo-Lithographers; and Printing Industry of America, Inc.

Men on the committee include Archie J. Fay, National Process Co. (Western Printing & Litho. Co.), who is president of the National Assn. of Photo-Lithographers; George E. Loder, same company; Edward N. Mayer, Jr., James Gray,

Inc.; Anthony J. Math, Sinclair & Valentine Co., and Wesley P. Heilman, S. D. Warren Co.

Names L. A. Litho Committee

Chairman Les Bennett, Mission Engraving Co., announced his selection of an executive committee at a lithograph group meeting held March 17 at Rodger Young Auditorium, Los Angeles. The committee includes: Joe and Lou Gandelman, Kerr Printers & Stationers; Larry Jeffries, Jeffries Banknote Co.; Scott Mat-

traw, Hillside Press; Charles Nagelberg, Central Lithograph Co.; Dusty Rhoads, Ray Burns, Inc.; Clay Shaw, Western Litho. Co.; Sonny Slosburg, Universal Ptg. & Litho. Co. and Paul Walker, Sterling Press.

Joe Galantin, Carter & Galantin, discussed "What Can be Done to Improve Lithography?". Mr. Galantin limited his discussion to plates, paper and press work, pointing out specific examples of how each could be improved to provide a better product.

Creative Moves, Expands

Starting June 1st, Creative Lithograph Co. of Berkeley will begin moving into new quarters at 1946 Adeline St., Oakland, Calif. Offices which are now at 1933 Grove St., and plant, at 2061 Addison St., both in Berkeley, will be consolidated.

The new building with a space of 15,000 square feet doubles the total of all present space occupied by the firm, according to Gus Walter, secretary. Franklin P. Wolcott is president of the company which was organized under the name of Advance Litho in 1932. Present name was adopted in 1946.

The company operates four presses ranging from a 17" x 22" to a 36" x 48".

May Hold Noon Meetings

Plans to accommodate members who work nights and therefore cannot attend evening meetings are under discussion by the Los Angeles Club of Printing House Craftsmen. President Cyril Stanley directed at the last meeting that members who wish to attend a luncheon meeting, if that can be arranged, be invited to let their wishes be known.

Miller Forms Company

H. W. (Buck) Miller, formerly of Philadelphia and Baltimore, is president of the Miller Lithograph Co., recently established at 461 East Ohio St., Chicago 11. Equipment includes a Miller-EBCo 22 x 34" press, a cutter, and other facilities. The company has space with Archie Schrom & Co., advertising agency, and produces some of its work.

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FILMS	—	CHEMICALS
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Litho Club

NEWS



Erwin F. Stoetzer is president of the Detroit Litho Club.



DeWitt G. (Dick) Manley of ATF, is general convention chairman.

Program Announced for NALC Det. Convention

COMMITTEES of the Detroit Litho Club which are making plans for the convention of the National Association of Litho Clubs, have announced further details on the program. The program opens informally on the Thursday evening (May 7) preceding the convention. This will provide an opportunity for registration, and for a get-acquainted reception for visitors. The convention program is outlined as follows:

Fri., May 8—10-12 a.m. Convention assembly.

10-12 a.m. Convention assembly.

12-1:30 Luncheon.

1:30 Convention assembly.

7:30 Cocktail party.

Sat.—10:30 a.m. Convention assembly.

10:30-1:30 Round Table Forum.

1:30 Luncheon.

7:30 Banquet.

The speaker at the Friday luncheon is to be Robert A. Ritter, president

of Calvert Litho. Co., one of the larger firms in the country. At the Saturday luncheon, Bud Guest, Detroit news commentator, will speak.

At the Saturday forum, Fred Siggins of Siggins & King, Detroit, will be moderator. Members of the panel are: Theodore Jaroski, Safran Printing Co. (equipment maintenance); Andrew Balika, Copifyer Lithograph Corp., Cleveland (color reproduction); Kenneth Criswell, Tri-Litho Plate, Detroit (artwork and layout); Dr. Paul Hartsuch, Printing Ink Div., Interchemical Corp., Chicago (ink); Charles Lufkin, Calvert Litho Co., Detroit (chemicals); Bernard R. Halpern, Lanston Monotype Machine Co., Philadelphia (photo-mechanical composition); Bruce Bivens, Calvert Litho. (press); Dr. J. S. Dowdall, Minnesota Mining & Mfg. Co., St. Paul (pre-sensitized plates); Eugene Croteau, Bureau of Arts & Reproduction, Detroit (camera); Walter

Kaiser, Edward Stern & Co., Philadelphia (camera); Michael H. Bruno, Lithographic Technical Foundation, Chicago (research); John L. Kronenberg, S. D. Warren Co., Boston (paper); and Norman Rowe, Ideal Roller & Mfg. Co., New York (rollers).

Attendance at these sessions is not limited to Litho Club members, it was said.

Mrs. Harry Pietz, in charge of ladies' entertainment, has announced plans for a visit to Greenfield Village, the restored early American town in Dearborn, Mich., built by Ford interests. This is planned for Saturday, while a luncheon at the Detroit Yacht Club is the highlight of the first day's program.

Ed Kelly reports that his committee is working on souvenirs for visitors and promises "a car of Detroit make for every out-of-town member" attending the convention. This promise was not elaborated upon.

Erwin Stoetzer, National Rubber and Litho Plate, is president of the Detroit Litho Club, and Dick Manley, American Type Founders, is general chairman in charge of convention arrangements.

Jack Maguire, Offset Engravers Associates, New York, is president of the NALC and Angelo Pustorino, Daniel Murphy & Co., New York, is executive secretary.

Dallas Fields Ball Team

The Dallas Litho Club is sponsoring a baseball team this season, and Bill Morantes of Taylor Publishing Co. is acting manager. Sponsorship of the team costs the club \$120, and litho companies are sponsoring individual players by buying their uniforms and equipment. "Dallas Litho Club" is on the shirt fronts, and the name of the sponsoring company appears on the back. The club-sponsored team has been playing four years, and has won the city championship, and has played in the Texas state finals.

The club's calendar shows meeting or other activities every month in the year on the first Tuesday.

Milwaukee Officers

Officers of the Milwaukee Litho Club are shown, L. to R.: Eugene Stelanski, Sgt. at Arms; Dick G. Krekal, secretary; Ernest S. Blaha, president; Roy Tenge, vice president; and Rudolph C. Bartz, treasurer.

The Mine, Mining and Mfg. Co. sponsored the February meeting. The speaker, Dr. J. F. Dowdall, talked on presensitized lithographic plates. Dr. Dowdall, supervisor of the Printing Products Laboratory of the company, was assisted by George Wendt and Chet Shode of the Davidson Sales Agency, Milwaukee.

Arrangements were completed for the annual Chicago-Milwaukee Litho Clubs bowl-



ing party, to be held Saturday, April 11, at the Golf Bowl, 17 miles south of Milwaukee. The entertainment includes bowling, dinner and floor show.

Harold Nelson, recently back from California, was reinstated as a member in good standing. The March meeting was to feature Ren R. Perry, vice president for sales of the Harris Seybold Co., Cleveland.

Hold Screen Process Program

Members of the Ohio Valley Screen Process Printing Association presented a program on silk screen printing at a monthly dinner meeting of the Cincinnati Litho Club on March 10 in Hotel Alms. The attendance of 125 was the largest in the history of the club, with about half being guests. These included silk screen printers, ink manufacturers and representatives of supply houses in the Cincinnati area.

Following a brief business session, President Richard Fischer introduced Walter L. Hassmann of Hassmann Brothers, president of the Ohio Valley Association, who presented James McCrea, Jay Products Co., as program moderator.

In citing the development of screen process printing, Mr. McCrea said it is one of the oldest forms of printing, having been developed during the second century in China and Japan. Because of poor materials, he said, its development has been retarded until recent years, when its growth was indicated by an estimated \$500 million volume of business in 1952.

Various phases of silk screen printing then were demonstrated by Frank Schwab, Burton-Rodgers, Inc., and Paul E. Johannigman, Jay Products Co., after which there was a lengthy discussion, with the ques-

tions being answered by a panel composed of Charles Hafner, Modern Displays; Wilbur South, Willisign Co.; Seth Willis, Kemper-Thomas Co.; Robert Nagle, Display Sales, and Sterling Staggs, Donaldson Art Sign Co.

Also of interest were large and varied displays of screen process printing. Many of the posters shown demonstrated the effectiveness and economy of combining silk screen and lithographic printing under certain circumstances.

President Fischer announced that the annual Ohio River moonlight boat ride and election of officers will be held on the evening of Saturday, June 6, and he named the following nominating committees: "White Ticket," Frank Petersen, Nielsen Lithographing Co., chairman; Lou Weiss, Progress Lithographing Co., and Clarence Wilmot, Stevenson Photo Color Separation Co., and "Blue Ticket," Russell G. Smith, Tri-State Lithographers, Inc., chairman; D. G. Flanagan, Korb Lithographing Co., and Ben Smith, The Hennegan Co.

The boat ride arrangements committee includes Lawrence Daugherty, Tri-State Lithographers, chairman; Clifford Vonderscher, Cincinnati Lithographing Co.; Thomas Berling and Howard Woods, Nielsen Lithographing Co., and Ben Smith.

It also was announced that the

LITHO CLUB GUIDE

BALTIMORE

Clarke J. Fitzpatrick, Jr.
36 East 25th St.
Baltimore 16, Md.

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Carl B. Harris, Secy.
21 Schin St., Pawtucket, R. I.

CHICAGO

James Ludford, Secy.
216 N. Clinton St., Chicago 6, Ill.

CINCINNATI

Wm. E. Staudt, Jr.
Young & Klein,
5137 Vine St., Cincinnati 17.

CLEVELAND

Henry Hufner, Jr.
Photo Litho Plate Co.
113 St. Clair Ave., N. E.

CONNECTICUT VALLEY

Leslie E. Phillips, Secy.
N. Maple St., Hazzardville, Conn.

DALLAS

E. D. Malone,
Southwest Printing Co.
Dallas, Tex.

DAYTON

Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio.

DETROIT

Wheeler Calender, Secy.
Printing Dept.
Ford Motor Co.

HOUSTON

Chloe Lee Mallett, Secy.
2104 Wichita, Houston

MILWAUKEE

Steven F. Karabensh, Secy.
2421 N. 45 St.
Milwaukee 10, Wis.

NEW YORK

Leonard E. Adams
40-42 Hartley Place
Fairlawn, N. J.
Meets 4th Wednesday, Building Trades Club.

OMAHA

Gladys L. Rohrs
404 Omaha Natl. Bank Bldg.

ONTARIO

Robert Elgie, Secy.
26 Lombard St., Toronto, Ont.

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street, Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

QUEBEC

Dave Riddell, president
Montreal Litho. Co., Montreal, Canada.

ROCHESTER

Frank H. Spoto
626 Westchester Ave., Rochester 9, N. Y.

ST. LOUIS

M. G. Cornor, Secy.
Hallenberg Press, Inc.
114 N. 7th St.

TWIN CITY

Herbert Werner
H. M. Smythe Printing Co.
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Dave Fell, Secy.
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metallic problems:
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club's annual picnic will be held on Saturday, Aug. 8, at Lohrman's Grove. The arrangements committee includes Thomas J. Lacker, Advance Decalcomania Co., chairman; Robert A. Schrage, Mail-Way Advertising Co., Frank Geers, Cincinnati Lithographing Co., Inc.; Buford Payne, Tri-State Lithographers, Inc., and Russell G. Smith.

John K. Jones of U. S. Printing and Lithograph Co. was introduced as a new member.

President Fischer said that the next dinner meeting on April 14 would be a closed session for the presentation and discussion of committee reports and other club business.

Hold Platemaking Session

The February meeting of the Cleveland Litho Club was a continuation of the panel discussion of platemaking which was held in January. The January meeting was on "Surface Plates," while the February meeting dealt with "Deep Etch and Multi-Metal Plates." As in the previous meeting the panel members were: Edward Matusak; Frank Calow; Sylvester Bogus and John Newland. Herbert Leedy acted as moderator. Also present at the meeting and sitting in on the panel during the discussion on "Multi-Metal Plates" were: Dr. Paul Hartsuch, of I.P.I., who answered questions on the Tri-Metal Plates; and William Newman, of Frederick H. Levey Co., discussing the Aller plates.

Also present at the meeting was Joe Masura of Detroit, who is co-chairman of the N.A.L.C. convention committee and is a member of the board of the Detroit Litho Club. He also is a past president of the club.

The Cleveland Club's March meeting was tentatively planned as a panel discussion on "Pressmanship."

The April meeting will be a joint meeting of the Cleveland Litho Club and the Cleveland Club of Printing House Craftsmen. The speaker of the evening will be Louis Seltzer, editor of the *Cleveland Press*. The meeting will be held at the Litho Club quarters.

Milton Corman, I.P.I. and Henry Prokupek, of Central Litho Co., have been elected as official Cleveland club delegates to the N.A.L.C. Convention in Detroit. Harold Johnson, of Merrick Litho Co., will serve as alternate delegate. The club will also be represented by council member, George Wise, Cleveland Litho Club president, and national officers Andrew Balika and Sol D'Alessandro.

John Braun, owner of Tri-Arts Litho Co. and a charter member of the Cleveland Club, and a member of the Board of Governors, has resigned from the Board, due to illness. Milton Corman, editor of the Club Bulletin, has been appointed as a member of the board to fill the vacancy. He is the first associate member to be appointed to the board.

A trip to Rochester, N. Y. for a tour of the Eastman Kodak Co., sponsored by the Cleveland Litho Club, was well received by the members. A total of 45 members were to make the trip. The tour was arranged by Randall M. Ruhman, tour director of Cleveland, through the Greyhound Bus Co. Cost of the tour was \$35.25 per person, and included transportation, hotel accommodations, all meals and a few "extras." The group left Cleveland on the afternoon of March 12 and returned Saturday night, March 14.

New members of the club are John R. Hoen (Asso) American Greetings, Theron Achwegler, American Greetings; Harry J. Simpson, Litho

Plates Co.; Warren E. Lahr, Braden-Sutphin Ink Co.; John Kilbourne, Michle Ptg. Press & Mfg. Co.; Joseph Somage, Oahu Pub. Co.; Henry M. Miles, Aids Development Co. Inc.; James E. Doyle, A.T.F., and James E. Hussey, A.T.F. All are associate members.

Will Visit Ink Plant

A visit to the Capitol Printing Ink Co. is planned as the April meeting of the Washington Litho Club, and the event has been limited to club members only.

At the club's March 24 meeting, Jack Groet, Eastman Kodak Co., Rochester, discussed and demonstrated work done by various new photomechanical processes. These included the Kodak Ektalith three-color process, photo resist, and the tone-line process. Mr. Groet is manager of the company's Graphic Arts Studio.

The club announced the addition of several new members. They are: Leo W. Boyer, National Education Assn.; John F. Kitching, The Washington Post Co.; Leonard Litkowski, Williams & Heintz Lithograph Corp.; Carl Matthews, National Publishing Co.; Dwight E. Smith, General Services Administration; Joseph C. Taylor, U. S. Coast & Geodetic Survey; and Robert W. Davis, R. P. Andrews Paper Co. The latter is an associate member.



New and old officers of the Cleveland Litho Club are shown, L. to R.: Current officers: Al P. Harmon, Lake City Litho Co., who was president; Andrew Balika, Copier Litho, 1951 president; Henry Huefner, Photo Litho Plate Co., secretary; and Henry Prokupek, Central Litho Co., treasurer.

N. Y. in One-Question Quiz

A one-question quiz session was the unusual feature of a panel discussion on press problems at the March 25 meeting of the Litho Club of New York. A panel of three, a moderator, and many of the 120 members and guests present took part in the spirited and prolonged discussion which involved the problem of obtaining uniform runs by offset.

It was the first question put to the panel, which consisted of Mike LaRocca, Stearns & Beale; Sal Vaccarino, Ardlee Service, Inc.; and Bill Winquist, Sweeney Lithograph Co.;

with Theodore Makarius, Pope & Gray, Inc., as moderator. The discussion continued for over an hour. However, when time came for adjournment, the group decided to go on with two or three other questions.

(Litho Production Clinic, published every month in *ML*, in this issue deals with uniformity of color throughout a press run. It is written by Mr. Makarius.)

Another feature of the meeting was the presence of nine past presidents who were guests. They were R. M. Schmid (1926-27); George Walsh ('32); Gabriel Lucas ('33-'34); Dick

Brendel ('35-'36); William H. Hussey ('37-'38); Alfred Rossotti ('41-'42); William Carey ('43-'44); Larry Littman ('47-'48); and Jacques Tisne ('51-'52). Jack Maguire, another past president, who is now president of the National Assn. of Litho Clubs, was in Florida at the time of the meeting.

Two new members were announced: Peter Shanley, Sweeney Litho Co.; and Robert Watson, American Colotype Co.

The club's April meeting will be in the form of the annual ladies night. This is to be Saturday, April 18, at the Biltmore Hotel. Dinner, dancing, show, souvenirs for ladies and prizes are planned. It will be the club's 25th anniversary ladies night. Arthur Tarning, Bingham Bros. Co., is chairman of the club's entertainment committee. Don Rovengo, Sweeney Litho, Belleville, N. J., is handling reservations.

The club's May 27 meeting is planned as a Dry Offset Night, with representatives of American Type Founders putting on the program. Regular monthly meetings are held at the Building Trades Club.

The club's annual outing is planned for Saturday, July 18, at the Platte-Deutsche restaurant on Hempstead Turnpike, Franklin Square, Long Island. Among other activities, there will be a bowling sweepstakes, with a first prize of \$50 cash.

Conn. Holds Ladies' Night

The Connecticut Valley Litho Club held its Annual Ladies' Night at Lou Duncan's roadside spot on Route 5, Meriden, Conn., Saturday, March 21.

Officers and their wives were hosts at the occasion that included dinner, a floor show, dancing, and prizes. Welcoming the party-makers, was Robert B. Ervin, Muirson Label Co., Meriden, club president.

Ervin also presented a suitably inscribed litho stone to retiring president, Robert S. Davidson, Davidson-McKirdy Co., West Hartford, Conn., for a year of service fulfilled by Davidson.

The club planned a regular monthly meeting for April 3 at the Bond Hotel, Hartford.

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position by simple, quick-acting eccentric clamps—no bolts or screws . . . each fold plate has a hinged deflector which swings into or out of position as needed . . . the Roll Type Cross Carrier is light in weight and easily removed—no screws or clamps to loosen—is always accurately positioned by locating pins . . . the same is true of the stacker, which also is easily removed without loosening screws or clamps . . . adjustable back stop facilitates orderly stacking . . . hold-down rolls are easily adjusted to handle any delivery . . . convenient finger tip controls to regulate both air blast and suction . . . periodic leveling is easily accomplished by built-in leveling screws.

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100 at Boston Quiz

A "Stump the Experts" quiz session held by the Boston Litho Club March 9, was attended by 100 members and guests. A five-man panel was composed of Albert A. Richardson, Jr., Bingham Bros. Co.; Harold A. Annis, Oxford Paper Co.; Edward T. Rude, Kohl & Madden Printing Ink Co.; William F. Mason, Forbes Lithograph Mfg. Co.; and Dr. Anthony George, Sinclair & Valentine Co.

Moderator was Herbert L. Borden, Hub Offset Co., club president.

A cocktail hour preceded the dinner meeting.

The Monday, April 13, regular monthly dinner-meeting of the Boston Litho Club was to be a combined meeting with the Boston Club of Printing House Craftsmen, at the Hotel Gardner. "Paper vs. Ink," was to be the subject. Speakers were to be Harold Crowley, of IPI, Cambridge, Mass.; A. P. Reynolds, S. D. Warren Co., Cumberland Mills, Me., with William Barry, of Rapid Service Press, Boston, as referee, and Elmer Grover, Case-Lockwood Co., Boston, as moderator.

An April special function is planned for Saturday, April 25, when the Boston Litho Club with a limited group, will visit the S. D. Warren Co. paper mill in Cumberland Mills, Me.

May 11 will be annual meeting and election night at the Hotel Gardner, Boston, for the Club. Program feature, announced by president Herbert L. Borden, is "What's New?" covering the latest developments in lithography.

Visit Phila. School

Members of the Litho Club of Philadelphia made an inspection of the new lithographic printing department of the Murrell Dobbins Vocational-Technical School March 23 as part of their regular monthly meeting. They went to the school following a dinner at the Poor Richard Club.

Elmer Briggs, principal, Elmer Vosburg, vice-principal and William Youlton, coordinator of printing, were guests of the Litho Club at the dinner. Members of the club were

interested in this new educational facility. They inspected equipment valued at \$30,000, including two 17 x 22 presses, a complete camera and dark-room assembly and basic plate-making equipment.

The following have been accepted for membership in the Litho Club of Philadelphia:

Joseph Campbell, Lithographic Service Company; Arthur Everett, T. A. Winchell & Co., Inc.; John E. Jourdain, Liberty Printing & Litho Co.; Samuel Oddo, Sherman-Oddo

Press; William J. Gardner, National Decalcomania Co.

Also Howard J. Clayton, C. A. Edwards Co.; A. R. Read, C. A. Edwards Co.; Robert H. Liess, Robert Liess Co.; Raoul J. Demers, T. A. Winchell & Co., Inc.; Albert R. Berger, Zabel Brothers Co., Inc.; Herman C. Lynn, William J. Dornan Co.; George P. Dusak, Liberty Printing & Litho Co.; H. Robert Patton, Jr., Graphic Arts, Inc.; John W. Kratz, W. T. Peck & Co.; and Jess L. Sears, W. T. Peck & Co.

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Underside of sink coated to minimize
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flanges for levelling. Available with
or without back splashwall. Stand coated
with rubber base, acid resisting enamel.

OFFSET PLATE TROUGH

Sturdy gage,
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Complete with stand,
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1½" stainless steel standpipe.
Steel storage shelf with
front and back stop. Lattice
drain rack of kiln dried wood,
smooth rounded corners.



ECONOMY UTILITY SINKS

Sturdy gage, high lustre satin finish stainless steel.
Double seamed joints, 1½" stainless steel drain. Underside of sink
coated to minimize sweating. Stand is welded angle iron
construction. Available with or without back splashwall.
Stand coated with rubber base, acid resisting enamel.

HEAVY GAGE TRAYS

18 Gage, high-lustre satin
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welded joints. One
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sides for nesting trays in
storage. Rounded flanged
rim for safe handling.



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MODERN LITHOGRAPHY, April, 1953

Chicago Club Hears Huebner

Wm. C. Huebner, head of the Huebner Laboratories, Mamaroneck, N. Y., was guest speaker at the March meeting of the Chicago Lithographers Club. Members followed with interest his discussion of how offset color control operations can be improved by use of his prismatic color corrector. Pep talks were also made to encourage a large attendance at the annual bowling contest, April 11, between the Chicago and Milwaukee Litho clubs.

Club president, Elton Baker also stressed the importance of a large delegation from Chicago at the NALC convention in Detroit, May 8 and 9.

Dougherty Addresses Club

Jack Dougherty of Roberts & Porter, Inc., discussed "Tools of the Lithographer" at the March 5 meeting of the Twin City Litho Club. Sixty-four members and 12 guests attended the meeting which was held at the Covered Wagon in Minneapolis.

The club's next meeting was scheduled for April 2 at the Criterion, in St. Paul.

St. Louis Club Meets

The regular monthly meeting of the St. Louis Litho Club was to be held Thursday, April 9 at the York Hotel. The Associated Printers & Lithographers of St. Louis was to present an hour long program demonstrating the Foreman's Coaching Conference material and method of presentation.

Form N. W. Screen Assn.

A Northwest chapter of the Screen Process Printing Association was formed in Portland, Ore., in February with Robert E. Gillespie, president of Gillespie Decals, Inc., elected president.

Elwood Bagley, owner of Graphic Productions, Seattle, was named vice president, and Eugene C. Ellingson, owner of the plant of the same name in Seattle, secretary-treasurer.

Fifteen firms were represented at the kick-off meeting, with commitments of joining from six additional.

An engineer has been commissioned to construct a dryer to answer

the specific drying needs of screen process printing, and the machine is expected to be completed within two months.

Speaking at the organizational meeting, Gillespie brought out that 40% of the screen process printing business is derived from printers who handle combination runs utilizing lithography and various other setups.

"For every job in which we are in competition," he declared, "there should be four or five we can work

in combination with printers."

Cleaner for Gravure Cylinders

Copper Brite, a consumer product sold through retail stores, is finding use as an effective cleaner for copper gravure cylinders, the manufacturer reported last month. Chicago Roto-print Co., Chicago, uses it for cleaning etched cylinders before chrome plating them, it was reported. Copper Brite, Inc. is located at 1109 N. Poinsettia Place, Los Angeles 46, Calif.



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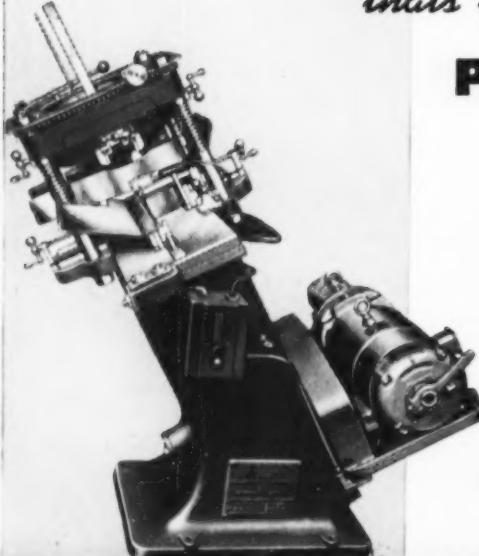
"A.P.L." STARTER KIT
1/2-gal. bottle Solution 'A'
and 1-gal. Solution 'PL'

ONLY \$24.00
F.O.B. Chicago

300,000 labels per hour

that's the production score for the

PMC Die Cutting Machine



This machine is the answer for speed, accuracy and dependability on long or short runs. PMC Die Cutting Machine cuts any label from 1" to 6" square with hollow dies. It's heavy construction reduces wear and dies are protected for more production per grind. Die changes can be made in only a few minutes—idle cutting time is greatly reduced.

The PMC Die Cutting Machine is used not only for die-cutting labels but for high speed round cornering of small booklets; trimming fancy shaped advertising novelties, tags, discs and other specialty work.

Write today for complete information

THE PRINTING MACHINERY COMPANY

436 Commercial Square, Cincinnati 2, Ohio • 23 E. 26th St., New York 10, N. Y.

Equipment

SUPPLIES, BULLETINS

Warren Buys Central Paper

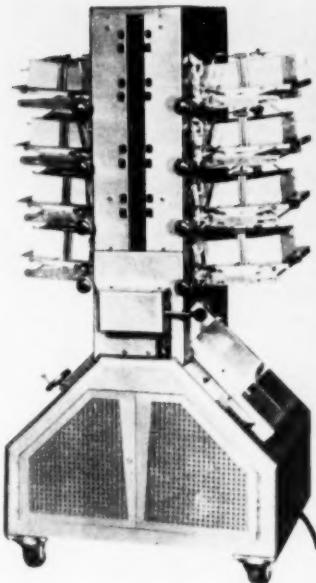
S. D. Warren Co., Boston paper manufacturer, is buying the Central Paper Co., Muskegon, Mich., following action of the latter company's directors. Stockholder approval was expected March 26.

S. D. Warren Co. has operated paper mills in Maine for the past 99 years. The original mill in Westbrook, Maine, produces coated and uncoated printing papers and fine quality specialties. The mill at Gardiner, Maine, produces fine quality bible papers and tissues for carbonizing.

Together the two mills employ some 3200 men and women and have a productive capacity of 150,000 tons per year. Currently that capacity is being sold, and production is being allocated to the paper merchants who distribute Warren's papers throughout the country. Since 1939 the company's tonnage sales have been doubled and the mills have been expanded and modernized proportionately.

George Olmsted, Jr., president of Warren, defined the company's interest in Central Paper Company as follows:

"We have two long-range objectives. One objective is to supplement our specialty line with bleached and unbleached kraft products which Central Paper Company is qualified to make. The second objective is ultimately to convert two of the Central paper machines for the manufacture of printing papers."



New Automatic Collator

The JCM vertical collator, (above) has been announced by the J. Curry Mendes Corp. It is a completely automatic upright gathering machine of eight stations. Sheet sizes range from 6x7" up to 11x14". Each station holds a 4-inch pile of paper. The machine is mounted on casters, and requires 26x34" floor space.

The variable speed device gives the machine a range of from 15,000 to 30,000 pickups per hour. It handles paper in weights from 11-lb. to 100-lb.

Each station is equipped with a caliper device which stops the machine instantly if either a sheet is missed or a double is picked up. A light goes on at the station affected.

The vertical collator also is being built in a four-station model. It is now being demonstrated in the display rooms of the J. Curry Mendes Corp., at 500 South Clinton St., Chicago.

New Cramer Plates

A new Cramer Trichromatic plate and a Trichromatic Matt plate are now being marketed for the requirements of modern color photography, and for the production of continuous tone separation negatives from any type of original.

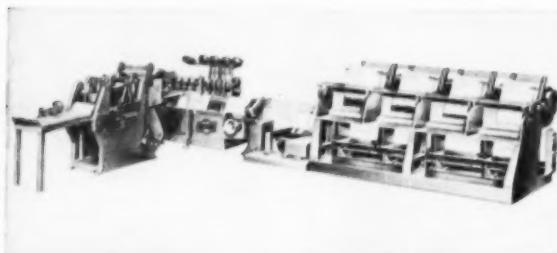
Bearing the name of a previous plate introduced nearly four decades ago by G. Cramer Dry Plate Co., as one of the first materials for color reproduction, the new plate possesses much higher speed and color sensitivity, and is useful in every branch of photomechanics, the announcement states. They have a fine grained emulsion for recording delicate detail and tone gradations. They have the combination of a balanced straight line curve and a long range of latitude in development, plus the fact that the gamma (contrast) can be varied by use of different developers.

Details are available from the company, Shenandoah and Lemp Ave., St. Louis 4, Mo.

Issue Type Directory

The fifth annual edition of the Type Face Directory of Typographers Association of New York, Inc., which is affiliated with New York Employing Printers Association, Inc., was distributed in March, to 6,150 printers (by all processes) and typographic composition plants in Greater New York City, Long Island, Westchester County, Philadelphia, and all of New Jersey and Connecticut; also to some 600 advertising agencies in New York City.

This combination cuts
gathering and stitching costs
as much as 50%



The McCain Signature Feeders, Christensen Gang Stitcher and McCain Three-knife Trimmer

This combination of three machines, coupled to form an integral unit, feeds the signatures, saddle stitches and trims the booklets or magazines in a single, continuous operation, at speeds of up to 7,500 completed books per hour.

The feeders are built in units of two, three or four stations, line-assembled to handle any desired number of signatures, which may range in size from $5\frac{1}{4} \times 7"$ to $11\frac{1}{2} \times 16"$.

An extremely accurate caliper, adjustable to operate at any point in a 7" range, detects and rejects gathered booklets with the wrong number of pages. If book is too thick or too thin, stitcher heads will not operate and the imperfect book is diverted to reject table without stopping the machine.

This Christensen-McCain three-machine combination breaks the bindery bottleneck, steps up production and brings down gathering, stitching and trimming costs as much as 50%. No time is wasted between operations and floor space is saved since there are no skids of work awaiting the next operation.

The three-knife trimmer is automatic and fast, taking the books singly and trimming three sides with unequalled accuracy. It handles books up to $\frac{1}{4}$ " in thickness. A heavy duty special is available to trim books of $\frac{1}{2}$ " thickness.

Our representative is ready to give you figures showing the economies you may expect from this combination. Circular giving more detailed information will be sent on request.

Dexter Folder Company
General Sales Offices
330 West 42nd Street, New York 36, N. Y.
Boston, Philadelphia, Washington, Cleveland, Chicago, St. Louis
Agents in principal foreign countries

Reference Books

How to Sell Lithography

By Arthur M. Wood

Illustrated, 176 pages. Chapters on copy preparation, pictorial outline of offset process, selling technique, use of color, prices and quotations, office procedure, company policies, and briefs on postal and legal aspects. 6 x 9".

POSTPAID \$5.25

How to Prepare Art and Copy for Offset Lithography

By William J. Stevens
and John McKinian

Twelve chapters with over 125 illustrations, two- three-and four-color lithography throughout. 8½ x 11", cloth-bound, hard covers. A colorful and highly useful book for your library. Widely used in schools.

POSTPAID \$5.25

Photography and Platemaking for Photolithography

By I. H. Sayre
(Fifth Edition, 1951)

Chemistry of Lithography, Processes of Platemaking, Formulas, Albumin, Deep Etch, Photo Composing, Layout and Stripping, Chemistry of Photography, Negative Treatments, Optics, Photographic Equipment, Halftones, Contact Screens, Color, Filters, Separations, Color Processes, Use of Densitometers, Two Color Printing, Special Color Processes.

Standard Size, Hard Cloth Covers, 442 Pages, Illustrated. Widely Used as a Standard Textbook.

POSTPAID \$6.75

add 3¢ sales tax in New York City

Order direct from:

MODERN LITHOGRAPHY

175 Fifth Avenue
New York 10, N. Y.

Heads Chicago Adv. Firm

Chas. L. Puckett, Inc., unique Chicago advertising which works with many lithographers, is now headed by Mrs. Jennie Puckett, widow of the founder, who died last fall. Established 20 years ago, the company, which is believed to be the only one of its kind, provides advertising and sales promotion services for small companies that cannot afford their own specialists. Art work, including 24-sheet posters and point-of-sale displays, is created by the Puckett staff of 12 artists and produced on a group plan which divides expenses among several clients, who can thus use from 50 to 500 or more pieces at an economical cost.

Mrs. Puckett, who began working into the management when her husband became ill, five years ago, lends her special talents to the art work, which she supervises. The firm, she stated, grosses more than \$1,000,000 a year. She has many stories of small firms which "started making money after they got some ideas from us on promotions and sales".

New Gluing Machine

Kenneth J. Moore & Co., manufacturers of gluing, coating, and labeling equipment, have announced a new GMC Gluemaster Conveyor Gluer. It enables hand work to be placed on a production scale, it is claimed. This machine is made in 27", 32", and 36" widths, and will take anything from lightweight paper stock up to 1" thickness, delivering it glued side up onto the conveyor belt.

3M Advances Four

Advancement of four members of the sales staff of its printing products division was announced recently by Minnesota Mining & Mfg. Co., St. Paul.

Leo L. Norwich, formerly a sales supervisor, was named eastern regional sales supervisor. Norwich joined 3M in 1941 and was made a salesman in 1947. He lives in New Hyde Park, N. Y.

Carl E. Kreutz, Arcadia, Cal., was made sales supervisor for Spherekote

products and lithographic plates in the West Coast area. Kreutz started with 3M in 1942 as a research chemist.

George F. Murphy was named sales supervisor in the northeastern territory. He has been a 3M salesman since 1951, and lives in Brooklyn.

Charles R. Bertram was named sales engineer for the printing products division and will work with the division's sales supervisors throughout the country. Bertram joined 3M as a salesman in 1951.

Folder Shows New Inks

The Howard Flint Ink Company's new line of Insta-Lith offset inks is demonstrated in a folder recently issued by the company. The folder, lithographed on coated stock, demonstrates use of the inks on black and white halftones, duotones and four-color process work. Features of the inks are listed as fast setting and drying, good trapping, semi-gloss finish, and others.

Copies of the folder are available from the company, 2546 Clark Ave., Detroit 9, Mich.



The new insert in every box of bond envelopes made by U.S.E. tells your customer the GRIP-QUIK story . . . does a six-point selling job for you.

- 1 Explains the "gripping story" of GRIP-QUIK — the *different* seal flap gum that *really seals bond envelopes, and keeps them sealed!*
- 2 Makes your customers bond envelope conscious, quality conscious.
- 3 Presells them on *your* sales points for your quality bond envelopes.
- 4 Points up the fact that these are envelopes on which you can do *quality printing*.
- 5 Refers them to *you* as a consultant on envelope problems.
- 6 In short — the GRIP-QUIK insert points the way to better bond envelope business and profit for you.

But to *do* the job, the GRIP-QUIK message must be *on* the job — in every box you deliver. Caution your packers to return it to the box after envelopes are imprinted.

There's a "gripping story" in every box of Bond Envelopes made by U.S.E. It will pay you to *keep it there.*

UNITED STATES ENVELOPE COMPANY
SPRINGFIELD 2, MASSACHUSETTS

14 Divisions from Coast to Coast

E-1P2

A Complete Service!

ADVERTISING ART
COMMERCIAL PHOTOGRAPHY
LETTERPRESS PLATES
OFFSET PLATES
ROTOGRAVURE



GRAPHIC ARTS CORPORATION OF OHIO

110 OTTAWA STREET • TOLEDO 4, OHIO
DETROIT NEW YORK CHICAGO

NEUSEL'S

From Coast to Coast Lithographers are switching to

NEUSEL'S FINE

DEEP-ETCH CHEMICALS

The Finest and Most Economical Deep-
Etch Chemicals on the Market Today

Guaranteed Service and Uniformity

H. NEUSEL'S CHEMICALS 1724 GREENLEAF AVE. CHICAGO, ILL.

TRY THEM

Announce Master Distributors

To increase its national coverage and improve its service, Master Folder Co., 3000 Woodhill Road, Cleveland, has been enlarging its list of distributors.

The company announced that the following distributors now are handling the 17½ x 22" machine: M. L. Abrams Printing Mch. Co., Cleveland; N. C. Benson Co., Inc., Chicago; John H. Burke & Co., Baltimore; George A. Fetsch & Assoc., Portland, Ore.; International Printing Equip. Co., Detroit; Jones Graphic Products Co., Albuquerque, N. M.; Kalamazoo Printing Mch. Co., Inc., Kalamazoo, Mich.; George R. Keller, Inc., Washington, Baltimore and Charlotte, N. C.; KIT Printers' Supply Co., Louisville; Nessler & Wagner Co., Inc., Cincinnati; The J. C. Niner Co., Baltimore; Ed. Ottman & Sons, San Francisco; Printers Supply Corp., Los Angeles; Roach Printers Supply Co., Little Rock, Ark.; Samuel Stephens & Wickersham Quoin Co., Boston; The Steward Co., Los Angeles; Superior Type and Equipment Div., Superior Typesetting Co., Toledo; Toronto Type Foundry Co., Ltd., Toronto; Turner Printing Machinery, Inc., Cleveland, Chicago, and Detroit; and Zimmer Printers Supply Co., New York.

ATF Revises Distribution

American Type Founders announced in March a new regional distribution plan for its products and services. Under the new merchandising set-up, the country is divided into twelve regions, each with complete service, warehousing and sales office facilities.

In making the announcement, R. G. Marquardt, general sales manager, said the change is being made to provide greater service to printing houses throughout the United States. Mr. Marquardt indicated that in the swiftly moving pattern of today's merchandising, new mechanics of distribution are being brought into play. More complete coverage is possible by careful selection of key distribution points which are most efficient

as rail, air, highway and communications centers.

Under the regional distribution plan, larger inventories of parts and supplies will be available.

Regional warehouses, with sales and increased service and inventories, are to be maintained in the following 12 key cities: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Los Angeles, New York, Philadelphia, San Francisco and St. Louis.

In addition, district sales and service branches will be operated in these 23 cities: Buffalo; Chattanooga; Columbus; Detroit; Des Moines; Indianapolis; Jacksonville; Kansas City; Louisville; Miami; Milwaukee; Minneapolis; Nashville; New Orleans; Omaha; Pittsburgh; Portland, Ore.; Providence; Richmond; Seat-

tle; Syracuse; Toledo and Washington, D. C.

A. E. Heinsohn Company, Denver, Colorado, will continue to distribute ATF products in the Rocky Mountain states.

Additional salesmen and servicemen have been employed to bring sales and service personnel up to the required maximum strength for the complete service which now will be available from the branches.

Collates Various Sizes

Thomas Collators, Inc., 30 Church St., New York, has announced a new device which permits the collating of various sized papers into sets. The new technique employs adjustable trays which are designed to operate with any Thomas Collator. They allow for the collating of pages from 3" x 8" to 19" x 24".

Satisfaction Guaranteed

**USE...LAWSON
HOLLOW
DRILLS**

Made of the finest grade tool steel—electrically heat treated and oil tempered—will stay sharp longer. The highly polished mirror finish (process patented) prevents breakage due to chips jamming.

Lawson Hollow Drills fit most makes of drilling machines. When ordering, specify make of machine.

E. P. LAWSON CO., INC.

MAIN OFFICE: 426 West 33rd Street, New York

BOSTON 170 Summer St. CINCINNATI 628 So. Dearborn St. PHILADELPHIA 12th & Locust Sts.



HANCO PLATE ETCH

Gives you LOTS of Extras!

EXTRA sharpness of image, resulting from firm high lights, clean shadows and extra sharp lines.

EXTRA life on long runs. Produces plates with no faulty images to go blind. Reduces "remakes" to the minimum.

EXTRA speed in use. Requires no measuring or mixing. For plate etch, use full strength . . . just as it comes.

GUARANTEED SAFE

Hanco Plate Etch is unconditionally guaranteed SAFE to all users. It contains NO harmful bichromate or chromic acid.

EXTRA economy! Makes an excellent fountain solution when used 2 to 4 ounces to a gallon of water.

EXTRA . . . Hanco Plate Etch also makes a gumming up solution of the finest quality.

FREE TRIAL

We want you to see for yourself just how many EXTRAS Hanco Plate Etch will give you. Send for a generous FREE SAMPLE today. Try it at our invitation.

NO OBLIGATION

A. E. HANDSCHY COMPANY, ML 453
125 S. Racine Ave., Chicago 7, Ill.

Send the generous Free Sample of Hanco Plate Etch. We'll try it in our shop and see for ourselves the many Extras it gives.

COMPANY _____

BY _____

CITY _____ STATE _____

A. E. HANDSCHY CO.

Manufacturers of Fine Letterpress and Offset Printing Inks
125 SOUTH RACINE AVE. CHICAGO 7, ILL.

TEXAS
LITHO OFFSET
SUPPLY CO.,
1122 JACKSON ST.,
DALLAS, TEXAS

DISTRIBUTORS
OKLAHOMA
BINGHAM PRINTING INKS
418 NW 4th St.
OKLAHOMA CITY, OKLA

Schultz

DEEP ETCH

chemicals

Proved dependable and economical in leading litho plants for more than a decade. You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

H. J. SCHULTZ

1240 W. MORSE AVE. CHICAGO 26, ILL.

Holds the Line on Inflation

Current advertising of Russell Ernest Baum, Inc., Philadelphia manufacturer of folding machines is stressing the theme "Inflation Licked". The advertising points out that 1950 folder prices still are in effect in spite of wage increases which have totaled 42c an hour in the last four and one-half years.

Mr. Baum points out that through space advertising in trade magazines, selling and merchandising expenses are held to a minimum. These advertisements solicit orders direct by letter, wire or telephone.

Another factor in holding the cost line, which Mr. Baum says helps through stabilizing employment and reducing worker turnover, is the company's policy of having the company's master mechanics and machinists train their own sons in many cases as Baum craftsmen. Many two-generation teams are at work, and some three-generation combinations, too. The company has managed to give continuous employment, to fathers and sons, even during the depression, Mr. Baum stated.

The company has produced over 17,000 folding machines.

Driscoll Offers Folder

Martin Driscoll & Co., Chicago ink maker, recently announced the availability of a new pocket size reference folder listing pressroom aids which they manufacture. The list includes paste and liquid reducers, overprint varnishes, driers and other miscellaneous products. A copy of the folder, entitled "Essential Pressroom Aids", can be obtained from Martin Driscoll & Co., 610 Federal Street, Chicago 5, Ill.

Cantine Making Oxford Coated

Oxford Paper Co., New York, announced in March that arrangements have been made with the Martin Cantine Co., Saugerties, N. Y., for the manufacture on part of the Cantine Company's facilities of a substantial portion of Oxford's standard line of conversion coated papers.

Oxford conversion coated papers manufactured at Saugerties will be made to Oxford quality standards

and specifications and will be produced under Oxford on-the-spot supervision. Base stock will be made by Oxford at Rumford, Maine. Oxford's completely integrated resources assure Cantine a continuing raw material supply for Oxford conversion coated papers, it was stated. The line will be identical in grades, sizes and weights to the Oxford conversion coated line manufactured for the past 40 years at Rumford. There will be no change in packaging or labeling.

Device Aids Register

Invention of a device for exact registration of line and halftone negative and positive color separations has been achieved by William Branesky, chief color cameraman for the Times-Mirror Press litho department in Los Angeles. The device is, in effect, a hand-operated step-and-repeat mechanism. It can be placed in a vacuum frame to bring positives or negatives in contact with either raw film or offset printing plates.

GOERZ
PROCESS LENSES
are SCIENTIFICALLY TESTED!

Skilled Craftsmanship, Experience and Scientific Analysis are an integral part of all GOERZ PROCESS LENSES. Thousands of discriminating craftsmen in the Graphic Arts field proclaim them to be the world's finest.

Remember—Your lens is the heart of your camera.

APOCHROMAT ARTAR

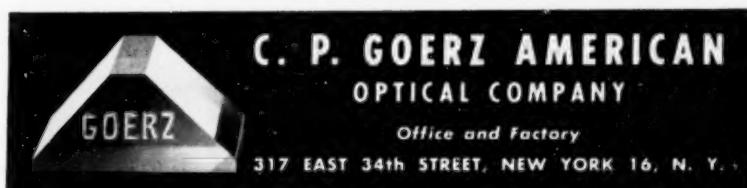
F:9 to F:16
for color separation work

GOTAR ANASTIGMAT

F:6.8 F:8 F:10

for black and white enlarging

For details consult your local dealer or write Dept. ML-32



"CHAMPION" BEATS ALL!

Original & Improved FEATURES

- ★ Recirculating pump equalizes sink water temperature by forced flow of water around and under developing trays.
- ★ Will maintain separate desired temperatures for sink trays (heating and cooling) and for storage compartment (cooling) to within 1 degree of setting.
- ★ Equipped with latest type G. E. hermetically sealed, trouble free refrigerating unit; operating cost is less than \$2.00 monthly.
- ★ In operation a continuous flow of water is not required. Result: no water wasted.
- ★ Disposal trough for tray contents in back for convenience.
- ★ High back splash, sink aprons, etc. constructed of polished stainless steel, heliarc welded.

#1 3 Trays 20 x 24 Film Size 32 $\frac{1}{2}$ " x 74"
 #2 3 Trays 26 x 30 Film Size 39" x 93"
 #3 3 Trays 30 x 40 Film Size 49" x 105"
 . . . and other sizes available for your special requirements.

TEMPERATURE CONTROLLED DEVELOPING SINKS



SOME OF THE USERS

John and Ollier Engr. Co.,	(2)
Chicago	
Gugler Litho. Co.,	(1)
Milwaukee	
Horan Engraving Co.,	
New York	
Arrow Engraving Co.,	
Cleveland	
Central Type Setting Co.,	
Chicago	
Conner Lithographers,	
Detroit	
Hall Brothers,	
Kansas City, Mo.	
A. L. Garber Co.,	
Ashland, Ohio	
Marathon Corp.	
Neenah, Wisc.	
Eastman Kodak Co.,	
Rochester, New York	
Epsen Litho. Co.,	
Omaha, Nebr.	
Atlanta Litho Co.,	
Atlanta, Ga.	
Crane Howard Litho Co.,	
Cleveland, Ohio	
Lee Hart Co.,	
Rochester, N. Y.	
Gulbenk Engr. Co.,	
Nashville, Tenn.	

DISTRIBUTORS

Bridgeport Engravers' Supply Co.
 Harold M. Pitman Co.
 E. T. Sullabarger Co.
 Roberts & Porter, Inc.

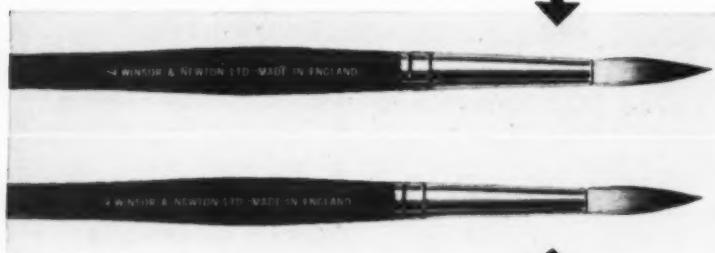
H. SCHMIDT & CO.

ESTABLISHED 1891

317 S. Paulina St., Chicago 12, Ill.

SEELEY 3-0404.

IRREPLACEABLE



Except with another
Series 7 "ALBATA"

Canadian Agents: THE HUGHES OWEN CO., LTD. • Head Office, MONTREAL

Enjoy the supreme satisfaction of working with "the world's finest water color brush"—Winsor & Newton's Series 7 "ALBATA". Made with scrupulous care from the Finest Pure Red Sable Hair, this brush is ideal for exacting work and brings you the extra durability that keeps your "favorite" on the job for a remarkably long time. Available in sizes 000 through 14. Remember to ask for Winsor & Newton's Series 7" next time you visit your dealer.



902 BROADWAY, NEW YORK 10, N. Y.

Marketing Headline Composer



The Halber Corp., 4151 Montrose Ave., Chicago 41, is now marketing the Typro portable type composer. This table-top machine produces sharp headlines on waterproof photo-sensitive paper by means of contact photography—reproducing mechanically from master film strips encased in interchangeable magazines. Positioning a lever produces copy in one continuous operation. The machine has an automatic developer unit and requires no darkroom.

Headlines can be produced in a wide choice of type faces and are available in sizes from 144 point to 10 point or smaller, if desired. All fonts are complete. A common base line permits intermixing of fonts. At least 12 fonts can be contained in one magazine, permitting the operator uninterrupted use of his most wanted fonts. The magazines snap into place without threading or splicing. The machine has an adjustment for mechanical justification and line spacing. More than one line may be composed on the output strip. Duplicate copies, reverses, and screened effects may be reproduced without resetting copy. Mathematical or chemical symbols virtually unlimited in length, as well as logotypes, borders, line drawings, half tones, photographs, and microfilm can be reproduced in the Typro, it is claimed.

A special feature of Typro is the precise hand-letter-spacing built into the film masters. Not only is it proportional and automatic but it kerns (overlaps) all combinations of letters and initial letters to give uniform "spacing color," it is claimed.

Chart Shows Shading Patterns

A 17 x 34" pattern chart, said to be the most complete of its type ever prepared for the graphic arts, has just been published by The Craftint Mfg. Co. It shows the full pattern range of Craftint's newest shading medium, Craf-Tone.

Craf-Tone, is self-adhering matt acetate processed with tints and patterns which provide no-glare shading effects in every conceivable form of printed matter including artwork, map overlays, graphs and technical illustrations. This chart shows—in actual size—the 243 patterns available and provides screen count, tint percentage, instructions for use and suggested applications.

Patterns are grouped for easy reference and comparison. Users can examine dot or line patterns, cross-hatches, stippling and others from arranged categories. A large number of the patterns have never been available prior to their inclusion in the new line.

The Craf-Tone pattern chart is being distributed without charge through art materials dealers throughout the country. A copy is available from The Craftint Mfg. Co.,

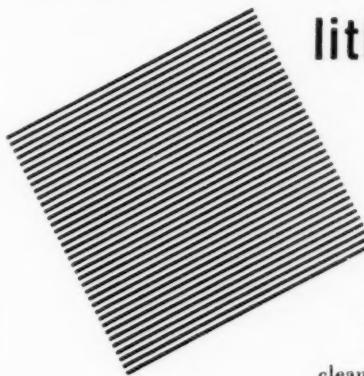
1615 Collamer Avenue, Cleveland 10, Ohio. It was produced by Unger Printing & Lithographing Corp., Cleveland 3, Ohio.

Sticks to Squeeze Bottles

An adhesive for adhering paper labels to plastic squeeze bottles (polyethylene) is being marketed by Adhesive Products Corp., 1660 Boone Ave., New York. The product is called Poly-Grip.



line or screen...



litho or engraving...

Do you want a negative material of extreme contrast and density?

Do you want to hold highlight dots even when you must over-develop?

Do you want a material that is fog free, yet has high density and hard clean dots, that requires less opaquing?

If that is what you want . . . then

litholine ortho

film or plate is your negative.

Film is available on thin or medium base, in sheets or rolls.

The
GEVAERT
Company
of AMERICA, Inc.
423 West 55th Street
New York 19, N. Y.
In Canada: Gevaert
(Canada) Ltd., Toronto, Ont.

High speed varnishing
the Christensen way,
can boost your profits



The Christensen Varnisher with continuous stream feeder

Varnishing — of labels, covers, promotion pieces, etc., raises your profit on any job on which it is used.

The Christensen operates at almost double the speed of other varnishers.

Sheets are fed in at top of cylinder, with guides, registers, etc. in clear view and easily reached for adjustment. Misfed sheets are carried to reject tray without stopping machine or slowing production and sheets are under gripper control from feed-in to delivery.

Dusting roller cleans sheets before varnishing and keeps fountain dust-free.

Sheets pass through drying oven in two layers, one above the other, at one half the speed of the varnishing operation.

Oven is shorter, saving space. There are no flames in the oven, hot air being supplied by heaters outside of it.

At each step, these Christensen features make for speed, high production, easy control, clean work, fast drying and better delivery.

The Christensen Varnisher is sold as complete unit: feeder, varnisher, oven and delivery, thus centering responsibility for proper co-ordination of operating units upon a single source.

Write for literature.

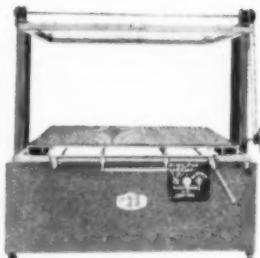
Dexter Folder Company
General Sales Offices
330 West 42nd Street, New York 36, N. Y.
Boston, Philadelphia, Washington, Cleveland, Chicago, St. Louis
Agents in principal foreign countries



Believe it or not, Gelb improves upon Gelb! Each year sees new exclusive and patented features added to this famous line. No wonder Gelb equipment is out in front with advanced design . . . superior operating efficiency.

VACUUM FRAMES

- Exclusive One Handle V.F. Electronic Operation Frame. Lock it's vacuumized . . . unlocked it's released.
- Exclusive tankless automatic motor cut-off.
- Constant vacuum pressure at each operation.
- Selector switch automatically limits vacuum pressure for glass and film.



WHIRLER

- New electronic (tubeless) speed control.
- No oiling or greasing of motor.
- Constant R.P.M.
- Infra Red heating elements for rapid and even drying.

Complete Line of Photo-Mechanical Equipment



Jos. Gelb Company

356 West 40th Street • New York 18, N. Y.
Tel. BRyant 9-5071

Write for Complete Literature

Offers Letterhead Samples

To give printers an opportunity to try Merit Bond on their presses, Byron Weston Co., Dalton, Mass., is offering 100 sheets of this 25% rag content paper, put up in an attractive folding carton.

This "Press Test Package" is available free through paper merchants handling the line. The test sheets are 8½" x 11", white, substance 20. They can be added to a press run for demonstration purposes or used for proofing letterhead or form set-ups.

Merit Bond is an all-purpose paper made in a complete range of sizes and weights in white and five colors. Merit Opaque white, with envelopes to match, is also available.

POSTER DESIGN

(Continued from Page 38)

a reference and text book which will carry reproductions of all winners, with a collection of other designs having merit in copy, art and design.

One 24-sheet poster, printed by the silk screen process by the Kubin-Nicholson Corp., Milwaukee, Wis., received a third place award in a "special classification."

In addition to production of the third grand award, McCandlish Lithograph Corp. appears five times on the list of winners in the sixteen categories. Compton & Sons, Inc. appears there three times and Spurgeon-Tucker twice.

Continental Litho Corp. produced six of the various group winners; U. S. Printing & Lithographing Co., 5; Gugler Litho Co., 5; Western Printing & Lithographing Co., 4. Two each were credited to Edwards & Deutsch Litho Co., Morgan Lithograph Corp., and National Printing & Engraving Co. Others credited with one each in the different categories were H. S. Crocker Co., Schmidt Lithograph Co., Thomson-Symon Co. and Mid-States Litho Co. ★★

PRINTING DESIGN

(Continued from Page 39)

designed by Sue Richert, with the Univ. of Chicago Press credited as

MODERN LITHOGRAPHY, April, 1953

printer. Said the judges: "A beautiful job and very representative of STA standards. A perfect publication, even though the designer worked on a very limited budget. A nice feeling of quality throughout."

In the "announcements" category R. R. Donnelley & Sons Co. printed the "Caxton Club" piece winning the award. It was designed by three artists, Albert Schlag, Douglas Lang and Norman Christensen. "These pieces," said the judges, "express the feeling of the Club. Type is used as

it should be used . . . traditional, with a contemporary feeling for design."

Members of the jury which selected the designs hung in the show and named the 12 winners were: Walter Howe, director of design, R. R. Donnelley & Sons Co.; Wilbur Meese, manager of advertising design, Eli Lilly & Co.; and DeForest Sackett, freelance designer and art director.

The show, it was announced, will continue in Gallery 11 at the Chicago Art Institute through May 3. ★★

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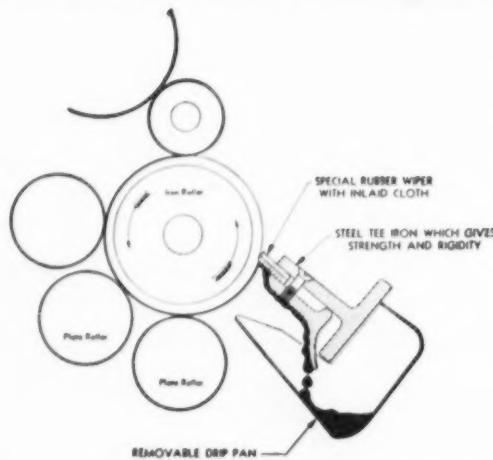
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COPY TIPS

(Continued from Page 36)

If You Do Not Have an Airbrush

Lacking an airbrush, or for practicing purposes, you can accomplish tones similar to airbrushing by using regular layout crayons or "sticks". All preparatory work is the same as for an airbrush drawing but instead of using the airbrush spray you use the chalk or crayon. After stencil is cut and peeled off, apply chalk in desired tones using a broad, flat stroke and rubbing into the paper with your finger or with a small ball of cloth.

Copy prepared in this manner will lack the sharpness and crispness of airbrush work but often can be used with good results in preparing comprehensive dummies. If used for reproduction, do not attempt anything requiring very close register. If a "loose" or rough technique is satisfactory, reproduction copy can be prepared in this manner. Remember after completing the draw-

ing to spray it with shellac to keep it from smudging or smearing.

With a little practice and experiment you may be surprised with the results you can get by making tissue or acetate negatives, direct photo-prints and simple airbrush drawings, in your copy-preparation work. ★★

STEPPING PLATES

(Continued from Page 45)

Strips of aluminum foil also may be used in masking shots where tints and halftones exceed the trim limits of any particular shot. In work and turn, double gripper, or combination plates, two or more shots may be made at the same time. In surprising, also known as double or multiple shooting of film in the same position, this method is especially adaptable.

This method also may be used for stepping negatives on film, for multiple positive work. The only difference being that a piece of plate

should be used as a base and the unexposed film taped to this base plate. Extreme care must be exercised however, to make sure the film is properly protected from white light with masking paper while the negative is being stepped on the transparency.

This transparency material is available in various gauges. For this type of work it is advisable to use .010 to .020 gauge. It is available in clear, matte and translucent with various degrees of "size holding" properties. However it is advisable to "season" new material before use by hanging it up on an inside wall or laying it flat on a table for a day or so before use. If the heavier gauges are used, the platemaker may find it advisable to draw his keys out on the contact side, rather than the top in close register shots, to avoid the "swimming" effect of his marks when viewed through a glass. After the job has been run off the press the transparency may be cleaned off and used again if the ink used is removable with solvents. ★★

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G. A. Henke, Cleveland, Dies

Gustav A. Henke, 57, superintendent of Continental Lithograph Corp., Cleveland, died March 16. He had been with the company 27 years, and had worked in every department before becoming superintendent in 1938. His widow and two sons survive.

TECHNICAL BRIEFS

(Continued from Page 59)

friction of the test weight. Two-pound and four-pound weights are provided, each having four square inches of effective contact area. The following tests may be carried out with the instrument: dry rub, wet rub, wet bleed or transfer, wet smear, and functional rub. The procedures for each test are described briefly. The instrument was developed by Martin Galbraith, 2 illustrations. *Bulletin of the Institute of Paper Chemistry* 23, No. 5, January, 1953, page 347. American Boxmaker is published by Howard Publishing Company, 111 West Washington Street, Chicago 2, Ill.

Physical Aspects. Some Studies on the Penetration of Viscous Oils Into Porous Paper. G. E. Carlsson and L. Pilb. *Intern. Bull. for the Printing and*

Allied Trades No. 61, pages 16-21; discussion, 25-7, July, 1952, (9 pages). Two experimental methods which have been used to observe mineral oil penetration on newsprints are the Lucas-Washburn test for the height of rise of fluid in paper, and the oil-flootation test of Laroque. The conclusion reached by the authors on the first method was that oil viscosity and especially fiber orientation have an extremely great influence on the rate of rise of the oil in the paper, this being greatest when the paper strip is in the machine direction. The oil-flootation number is influenced by the viscosity and the surface tension of the oil as well as by the paper caliper squared. The height of rise in newsprint as compared with filter paper was found to vary very little in comparison with the differences between them which were shown by the determination of their oil-flootation numbers. Since it is quite time consuming to determine the height of rise and since the differences detected by this test are so small, the test does not seem to be of interest or value. The oil-flootation test is of value if the oil-flootation number is corrected with reference to the paper caliper, 10 tables and 8 figures. *Bulletin of the Institute of Paper Chemistry* 23, No. 5, January, 1953, page 349.

Physical Aspects. Experimental Observations on the Penetration of Oil From Ink Into Paper. A. H. Smith and R. R. Coupe. *Intern. Bull. for the Printing and Allied Trades* No. 61, 21-5; discussion, 25-7, July, 1952, (8 pages). The

rate of varnish penetration from the ink into the paper has been observed by using a cathode-ray oscilloscope at the instant of ink application to measure the change in the amount of light scattered from the reverse side of the paper. The rate of penetration by this method was found to be dependent on the pigment concentration in the range of 3.5% to 17.5% (carbon black in mineral oil) in contrast to the previous conclusion of Voet and Brand that no further decrease in penetration resulted beyond 5% pigmentation. The ultimate depth of penetration has been determined by two methods: by finding the volume of unfilled voids using linseed oil to fill them, and by cross-sectioning the printed sheet using the polyethylene block method of Banks and Evans and then observing microscopically the depth of penetration of the iodine-stained varnish area. There was only moderate concurrence between the results of the two methods; theoretical reasoning is advanced to explain the differences. 1 table, 7 figures, and 5 references. *Bulletin of the Institute of Paper Chemistry* 23, No. 5, January, 1953, pages 349-50.

Chemical Aspects of Ink Drying. Erratic Drying of Offset Inks. D. Tolenaar. *Intern. Bull. for the Printing and Allied Trades* No. 61, July, 1952, page 43. This study is an extension of the work by Reed on the retarding effect of the pH of the paper on the drying of offset inks. The pH of 40 commercial papers was tested; all coated papers were found to be alkaline and all uncoated papers were

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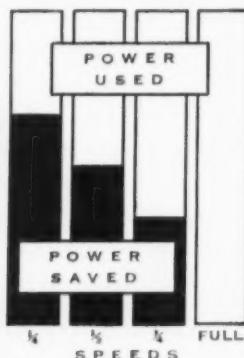
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acid. The former gave shorter ink-drying times than the latter. When tested at 90% R.H., no appreciable difference in drying time was found with the alkaline papers, whereas the acid papers dried very slowly at the high humidity. Finally, the drying time of a group of specially prepared uncoated papers varying in pH from 3 to 9 was tested, and the same relation between pH and drying time was found to hold. The pH is concluded to play a predominant part in the drying of offset inks, although the exact mechanism is not quite clear. It may be that the adsorption of the metal ions of the siccatives is influenced by the pH. 1 diagram. *Bulletin of the Institute of Paper Chemistry* 23, No. 5, January, 1953, page 321.

Lithography—General

The Unrolling of Offset Presses. W. Lenaarts, I.G.T., Nieuws 6, No. 1, January, 1953, pages 12-17 (6 pages) (in Dutch). (English translation may be obtained for \$6.00 as a photostat). Two methods for measuring packing of plate and blanket on the offset press are described. They are: 1. measurement of bearer height above or below the blanket by means of a dial gauge fixed to a bracket whose position is determined by two parallel bars resting against the blanket, and 2. measurement of cylinder radii by determining height above blanket surface of intersection of two flat plates fastened together at a fixed angle and resting tangentially on the blanket surface.

High Etch Dry Offset. Ernest F. Trotter, *Printing Magazine* 77, No. 1, January, 1953, pages 84-5 (2 pages). The progress of high-etch dry offset process is discussed with Sam Chernoble of The Comet Press, Inc. Mr. Chernoble, who has been working with the process for five years, gives his opinion of the advantages and present limitations in dry offset.

How Good Is Dry Offset? Wilson B. Fiske, *Share Your Knowledge Review* 34, No. 2, November, 1952, pages 20-1 (2 pages). A brief report of the experiences with dry offset platemaking by B. Sears of Graphic Arts Corp. He believes the process shows promise for wider usage.

Graphic Arts—General

Basic Colorimetry and Its Application to Color Reproduction. Daniel Smith, *Modern Lithography* 20, No. 11, November, 1952, pages 71-2 and 77 (3 pages). A brief resume of basic colorimetry and the application of tri-stimulus values in color matching between original and its reproduction.

New Pre-Sensitized Stencil Film Introduced at Screen Process Convention. J. L. Biegelstein, *Printing Magazine* 76, No. 12, December, 1952, pages 60-1 (2 pages). A brief description of the Ektograph stencil film for use in preparing silk screen stencils. Also improved press, drying systems, and new fast dry setting inks shown by exhibitors at the annual Screen Process Convention.

***Styrene Lacquer.** U. S. Patent 2,603,618. Bernard J. Cagan, Walter Bur-

roughs and Robert Silverstein. *Chemical Abstracts* 46, No. 20, October 25, 1952, Columns 9748-9. A lacquer, consisting of a polystyrene resin (I) of 5000-20,000 mol. wt., a plasticizer (II), and isophorone and diethylene glycol monobutyl ether acetate (III), either pigmented or non-pigmented, is suitable for forming *decalcomanias* which can be transferred to styrene plastic objects by the application of heat. A suitable compn. was I 255, II 45, isophorone 300, and III 150 parts. Suitable II are butyl phthalyl butyl gly-

collate. *Composition for Rendering Printing Rollers Nonmeltable, U. S. Patent 2,598,761. Lloyd W. Conklin. *Chemical Abstracts* 46, No. 19, October 10, 1952, Column 9322. A composition for coating glue-glycerol printing rollers consists of 1 part hexamethylenetetramine, 6 parts lanolin, and 2 parts glycerol. Any grease m. below 90°F. may be used in place of lanolin, or any alc. b. 250°F. may be used instead of glycerol. The coated roller is stored for 30 days at 90°F. and a relative humidity of 55% to allow the coating to penetrate the glue-glycerol material and form a nonmeltable shell. ★★

UNIFORM COLOR

(Continued from Page 44)

pays dividends in the quality of the finished work.

Another factor that contributes to uniform printing is the proper care of the ink fountain. Ink fountains are frequently neglected because of the time needed to take them apart for cleaning, but too many jobs are spoiled because of neglect in this direction. When the fountain keys become coated with hard ink they cannot be turned freely and thus hamper the correct setting of the fountain. The paper lint and ink that collects under the fountain blade also prevents a proper setting of the blade, to say nothing of the hickeys caused by this hard ink dropping on the rollers from time to time.

Proper dampening also is essential if you are going to maintain the desired uniformity of color. Too often the mistake is made of running an excess of water on the form, and while it may not show immediately in the printing it does tend to waterlog the ink. This condition is really serious if for some reason the press must be stopped and started often during the run, as the starting sheets in each case will be off-color. ★★

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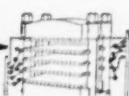
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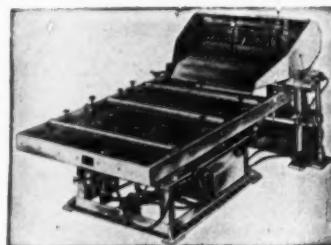
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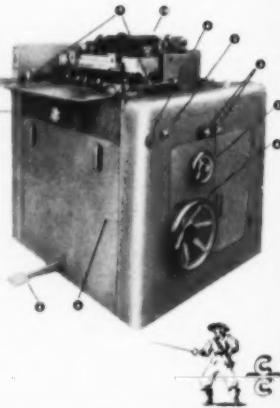
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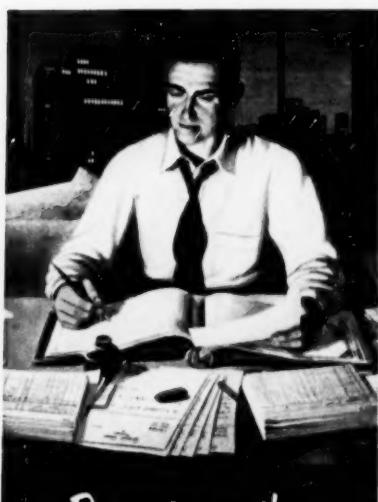
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Technical Assn. of the Graphic Arts, annual meeting, Wardman Park Hotel, Washington, D. C., April 27, 28, 29.

National Assn. of Litho Clubs, annual convention, May 8 and 9, 1953, Statler Hotel, Detroit.

Lithographers National Association, annual convention, Edgewater Beach Hotel, Chicago, June 16-19.

International Assn. of Printing House Craftsmen, annual convention, Adolphus Hotel, Dallas, Sept. 13-16, 1953.

National Assn. of Photo-Lithographers, annual convention and exhibits, Sheraton Hotel, Chicago, Oct. 28-31, 1953.

Printing Industry of America, annual convention, Shoreham Hotel, Washington, D. C., Nov. 16-19.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.

PHILADELPHIA—Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4331 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

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National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. V. P.
317 West 45 St., New York 36, N. Y.
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P. E. Oldt, Exec. Secy.
307 E. Fourth St., Cincinnati 2.

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Tale Ends

DURING the past 50 years the printing and publishing industry in America has grown three times as fast as the population. It is one of the first of the twenty major groups of manufacturing industries in the United States and on every count it rates among the top ten of these twenty.

The printing and publishing industry is *third* in number of establishments, surpassed only by the food and apparel industries, *eighth* in value added by manufacture; *ninth* in total number of employees—with 715,450 salaried employees and wage earners, whose total annual payroll amounts to \$2,777,263,000—*eighth* among all industrial payrolls in the United States. So says the International Assn. of Printing House Craftsmen.

★

Andy Balika, superintendent at Copyer Litho. Co. in Cleveland, is telling about his son, nine year old Albert, winning new skating honors. Albert placed third in the 220 yd. Special Midget Race in the Lake Placid international indoor speed skating championships. He also won first place in the Toddler Division at Detroit, Mich.

★

Ralph Bazold Jr., son of Ralph Bazold, manager of Sinclair & Valentine branch in Cleveland, has returned from the armed services. He was in the service 24 months and spent 17 months in Korea as a member of a medical battalion. He was a corporal when he was discharged. Ralph Jr. was to be married March 28 to the girl who waited for him. She is Miss Jean Cushler, a plate-

maker and photo-lithographer at American Steel and Wire Co. in Cleveland.

If you sent in a change of address, or a new subscription recently and nothing happened, this may explain it. Our changes are sent out each month to be placed on Addressograph plates. The whole bundle of March changes was lost, and our service company cannot locate them. In the meantime our subscription girls are laboriously trying to retrieve all the original material from the files to set up the changes all over again. Duplicate instructions would be appreciated on recent changes.

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